

Open Click Buy: 21 Ways to Cash In on Emails While Avoiding the

Jon Benson

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21 WAYS TO CASH IN ON EMAILS WHILE

CLICK 

AVOIDING THE INFORMATION APOCALYPSE

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JON BENSON

**OPEN
CLICK
BUY**

**21 Ways To Cash In On Email While
Avoiding The Information Apocalypse**

JON BENSON

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prohibited, and I will come after your ass
with a team of lawyers that make O.J's
defense look like a bunch of junior high
debate flunkies. Seriously—be cool.

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INTRODUCTION

INTRODUCTION

Listen:

I've probably skipped every introduction to every book I've ever read, but this one actually means something.

This introduction will save your digital life. And, unless you read it with all the fervor of a snake-handling preacher, I'm going to send a troop of wild, ravenous monkeys to your home with nothing more than vague suggestions as to your true character.

The term “banana-haters” may arise. It may even be rumored that you hated *Planet of the Apes*. Horrifying sounds that can only emanate from furry ones with prehensile appendages will soon haunt your dreams.

Yes, I speak Monkey. You will too by the time you finish this book. You will also know what I did with the first word on this page, and how nifty tricks like that improve your results with email, sales page copy, and anything you write that asks for a call to action.

Unlike me, you will probably not walk away with a mastery of Monkey; with the power to mentally summon battle-hungry chimps to attack on command. That's such a great parlor trick. However, you will discover the vital importance of learning to speak to your very own inner monkey—the **monkey mind** that controls the vast majority of your decision making, and that of your customer.

And here you thought you just bought
a book on email. Ah... silly you.

READ THIS BOOK OR DIE

That subhead above this sentence uses what's called an *avoidance modality*. It does so for a reason. You'll soon discover that the Chim-Chim inside of you (your monkey mind) responds more to the avoidance of fear than to the possibility of pleasure.

Your monkey mind, otherwise known as your *limbic system*, is the emotional center of mass confusion existing somewhere beneath your higher consciousness. It doesn't think; it reacts. Its reactions control virtually every buying decision you have ever made. Your prefrontal cortex, or your higher brain, then rationalizes this purchase using logic and reason, but not until it was emotionally snagged by the monkey at the helm.

This makes sense if you consider it for a moment. Our evolutionary past didn't exactly pay a lot of dividends to those who wandered off from the tribe. Copywriters know this, and employ security and fear-based strategies to attract little Chim-Chim like a fleet of banana boats.

Let's say Crog, your incredibly distant ancestor, assumed that loud, growling sound in the bushes wasn't something to fear. It was actually Dwar, the Pleasure God, coming down from Mount Olympus (I confuse my mythologies frequently) to reward him with a four-day erection and all the fatty animals he could eat.

Crog, acting on instinct to acquire pleasure, was disappointed that Dwar was merely some gnarly tiger-like beast who had him for a light snack. Scratch Crog's genes off the "must pass down" list.

However, when Crog's smarter brother, Crog (they were short of names back then) heard a similar sound the following night, only to cower in fear, warning the other citizens of Fearville of the terror that might await...

That was the birth of marketing.

(Actually, prostitution was the birth of marketing, but this makes for a far more entertaining and family-friendly version of history, if not exactly accurate. Reminds me of *The History Channel*.)

Successful marketing, hence successful email, has a strong fear-based modality. A modality is simply a way to perceive the world, and the way in which one learns that perception. Since fear-based modalities control most of our actions, we do approximately 75% more to avoid potential pain than to gain potential pleasure.

So, the next time you're struggling over what subject line to use, or how to construct that ever-important first sentence of your next email, allow Crog II to be your muse. Remember, he was the smart one. And, like it or not, things that go bump in the night move us toward action far more than pixies hovering above our bed.

Before we discuss email creation, we must first grasp the absolute essentials of marketing. We will do this knowing full well what motivates the monkey mind. We will be uncommonly clever. Ruthlessly persuasive. And, we will do it all without selling our souls on Ebay in the process.

Yes, marketing can be a soulless

endeavor, tempting marketers to sell what I call *fucktardary* to fools to an unsuspecting public who never learned to speak Latin.

Rest easy, for those who engage in such actions will leave no legacy. They will shuffle off this mortal coil with nothing more than a shallow elegy, and perhaps some cash to pass down to idiot cousins who will be broke in a matter of months. This is no way to live, and in the coming days, it's a sure-fire way to perish.

Their shuffle-off dance will be to the backbeat of what I call *The Info Apocalypse*.

When I said, “Read this book or die,” I wasn’t being entirely figurative. I encourage you consider the words in this book and do an internal check-in. See where you stand in relation to that gray area that exists between being bold with your email persona, and being yet another human Xerox; merely replicating every other marketer out there with all the originality of a brownstone in Brooklyn with a withering potted plant in the corner.

I wrote this book for several reasons. First, I wanted to impart to marketers, both new and seasoned, the nuggets of email wisdom I’ve gleaned from working in this industry for the past twelve years. I wanted to impart some simple tricks and tactics that boost email open rates, click-through rates, and bottom dollar take-home pay.

Yet more than that, I wanted to warn you about the coming Apocalypse. I want to encourage you to consider some survival skills that will save the life of your business, if your business depends upon email, as well as the peace of your immortal marketing soul.

There's a better way to market by email; one that is both fulfilling and profitable. One that is equally persuasive as it is beneficiary. One that creates not just a "list", but a bastion of rabid, adoring, eager-to-participate ***fans***.

Think in terms of **fans** rather than customers, list segments, or demographics, and you will be like a beacon in the dust of information clutter.

Fans will stick with you through the Apocalypse to come. Fans will pay you well for your passionate delivery. Fans will do a lot of your selling for you via word-of-mouth praise and adoration. It's like being the god of your own little cosmos, and you don't even have to etch anything into stone tablets. Just be authentic to the bone, always on the lookout for juicy tidbits that will help relieve the various aches and pains of your loyal base.

So, yes: you have indeed picked up a book on email marketing—one I hope will be considered the Platinum Standard when it comes to learning the skills and disposition required to become a truly great email marketer.

Yes, you will learn to speak Monkey. Yes, you will discover downright killer methods of jacking sales and clicks through the roof. And, yes—you will do it all while not becoming the moral equivalent of rust on the bottom of a manhole cover.

In essence, you will not just survive the Apocalypse, you will thrive because of it.

Now, let's entertain our 75% fear center a bit longer...

MEET LORD COCKROACH, AND GAZE UPON HIS TWINKIE FARMS

It's been said that only two things are sure to survive a nuclear disaster: cockroaches and Twinkies. Well, the coming Information Apocalypse is going to leave the digital marketing world with little more. Your task is to stay one step ahead, live in the digital shelters provided within this book, and come out **Lord Cockroach**, *master* of all you survey, with ample amounts of Twinkie Farms... enough to last you an eternity.

It would probably help if I defined what the hell I'm talking about, and why the Apocalypse is nigh.

Right now, according to a survey collected by *Fortune* and CNN, you receive on average of 147 emails every day. You delete nearly 50% of them, and most of these are deleted prior to reading past the subject line.

Over 2.6 hours per day is spent dealing with email, according to McKinsey Global Institute. Each one of these emails take about 3 seconds of your time to process. From there, you will decide whether to delete the email or allow it to pile up in your inbox, hoping for the Email Fairy to whisk it away to your folder of choice. Damn that Fairy. She never seems to come.

Alex Moore, CEO of Baydin, a top-level email management service, has a more dire take on the matter. Moore believes that the real problem isn't the 3 seconds, but that the culmination of unwanted email breaks the flow state. This drags out the tasks on your plate, and costs you about 30 minutes a day in productivity.

When you break this data down, the cost to you is **182 hours** per year dealing with emails you never wanted to receive—roughly the time it would take the average climber to **scale Mount Everest**. That means unwanted email, on average, costs you more than one month's salary.

How lovely.

Now, when you add the staggering number of **72,000,000,000** to the equation—the number of unwanted emails sent every single day—your blood pressure should begin to elevate even further.

As a burgeoning email marketer, or a successful one, you absolutely must adapt, evolve, and overcome.

Our world is being systematically buried by the deafening and paralyzing noise of unwanted information.

Otherwise, the next email you send may very well be tossed on the pyre of the unwanted or unread 50%; nuked before it's ever opened. Sentenced to the fiery pits of email hell, usually because your subject line had all the intrigue of a Justin Bieber lyric, and lacked any personal value to the person receiving it.

Those numbers are just the beginning. For example, text messaging within the 25-and-younger demographic is at epic proportions. Over 100 (OMG!) messages are sent or received every day. Twenty-four hours, an entire day of what would otherwise be spent living, is taken up by social media, text messaging, cell phone use, and pic-posting.

And then there's content itself. More information is added daily to the Internet than was collected from the dawn of civilization up until 2004, and that number is increasing so rapidly it may be an out-of-date statistic before you even read this paragraph.

How about advertising? As of 2013, we are bludgeoned with over 2,500 *unsolicited* ads and messages per day. We can only respond to an average of **four**.

Yes—The Information Apocalypse is approaching. The sheer volume of information received in a day places marketing, especially email marketing, right on the mark for social extinction.

Like the dinosaurs of our past, digital dinosaurs at the helm of email marketing adapt very slowly. They think they own the world. They treat their prospects like wild game; chewing them up, spitting the out, and looking for the next lot to feast upon.

They will soon meet their fiery doom—only this time a rogue planetary body will not be the cause of their destruction.

It will be **fans**.

Your fans, the people you most want to reach, are coming... and they're coming fast.

They come in different incarnations:

the “I want it my way” customized data consumer, the “I’m so eclectic I pick my own marketing” types, and just about everyone using Gmail.

Google, without much feedback from the masses, decided to derail most of the email marketers gunning for their customers by the recent creation of advanced spam recognition algorithms. Most of your Gmail fans never knew what hit them, but most every email marketer certainly did. Many found their once-profitable email campaigns ending up outside the adorned inbox and crammed into a subterranean tab called “Promotions.”

How obtuse, right?

Well, this is just the hunger pangs. Just the initial warning signs. The actual Info Apocalypse will take out virtually every marketer who is trying to avoid, outsmart, or ignore **The Trifecta**.

What is The Trifecta? Only the most important three elements you can have inside your Info Apocalyptic Survival Kit.

I’ll cover them shortly. (That was called *opening a loop*. You’ll use that a lot in your future sales and email copy.)

READ THIS BOOK AND CASH IN

That section title uses *an enjoyment modality*. Even Mr. Monkey Mind likes pleasure. He just prefers good old-fashioned fear. I wish I could snap my fingers and make that long-held bit of leftover evolutionary clutter vanish. I cannot, and neither can you.

However, that doesn't mean you have to be all gloom and doom. Far from it.

So now, it's pleasure time. Let me give you some reasons to read this book that deal with the number of zeros you presently have inside your primary checking account.

There are 3 reasons why I just love the shit out of email. I call them The Triple-F Factors: **Fast, Fun, and Fingertips**.

Email remains by far the fastest way to reach the largest audience possible. While there are plenty of marketers who leverage this unethically, blasting millions of emails a day to audiences that could care less about their messages, you can use this tool (and the rampant misuse of it) to your advantage.

Using the skills you'll acquire from *Open, Click, Buy*, you'll be able to quickly compose emails that reach the hearts and minds of your fans while ethically persuading them to take a meaningful, often profitable action. Profitable to you, and to them.

The speed of email makes it fun as well. Crafting a clever subject line and body copy that

reads as if my fan is literally hearing him or herself speak is a blast. A true barrel of monkeys. (Pun intended; I really like monkeys.) I really enjoy passing on information my fans love, in a way they can digest and take action upon. This helps them while helping me.

I built a multi-million dollar business largely by using email. True, the “buy” portion of the title of this book is important— you should have a product of your own to sell if you really want to cash in. We’ll cover that in the coming chapters. (What did I do just there?)

Part of my own fortune was made by creating sales pages and products. I’ll give you resources for both. However, I made a lot of money simply promoting other people’s offers that were congruent to my message and to the fans I collected. This is known as *affiliate marketing* and I believe it to be a fantastic way for someone to get started in email marketing.

There are demons among the angels in the affiliate world; they far out-number the angels to be precise. However, when you promote a product that you believe in, and you do so openly as both a business model and a review service, everyone wins.

Finally, there’s the third F—*fingertips*. I just love the fact that wherever my laptop happens to be, my fingertips are no more than a few minutes away from earning me a nice paycheck.

For the record, I’m not a Randian capitalist. My graduate studies focused on Philosophy, so when I hear the voices of many an entrepreneur singing the praise of Ayn, I am eager to remind them that, within the circles of philosophy, she is often considered a bit of a hack. Unfettered “anything” should unnerve most people, let alone capitalism.

Without going into the dissection of Rand, as much as I know you're longing for such a diversion, I'll just say that I'm a firm believer in earning an honest buck... or a million of 'em. Or more.

Honest is the operative word.

And here's where the Samurai comes clean:

Thanks to the power that email marketing can provide, I have crossed that ever-fading line of ethics and integrity in my past. Not to an extreme, mind you, but enough to lose sleep over it. Enough to vow temperance.

Since then, I've turned down many offers I know would make a lot of money, simply because I could not stand behind the product. Occasionally the sly product slips by me, and I end up hearing about it from my raving fans. These fans rarely leave me; the very nature of the term "raving fan" suggests loyalty, and it's a loyalty that's been earned. However, they keep me on the straight and narrow, and I never promote a lousy offer twice.

So, you have at your fingertips a fast and fun way to earn a great living. That's good news.

The even better news is how you do it.

When you do it correctly, you will avoid the Information Apocalypse, evolve into the coolest of cockroaches (what I call a **Samurai**—which sounds a lot

more appealing), and earn a fantastic living while helping others live fantastically.

YOU ARE NOT YOUR LIST; YOU ARE YOUR MESSAGE

There is a phrase in Internet marketing that is mostly true: your list is your gold.

I want to make that entirely true with the addition of another vitally important phrase:

Your list is your gold; but the big-ass unbreakable safe that houses that gold is **The Trifecta**.

The first step to surviving the Info Apocalypse is simply to be aware of its coming. I trust you are by now.

The second step is the creation of that big-ass safe: The Trifecta.

I will make this declaration with all the boldness it deserves, as I've never been more convinced of anything in my career:

The only Internet marketers who will survive the Info Apocalypse will be those who employ The Trifecta: **Passion, Personality, And Persuasion**.

Passion is not your passion for a topic, although that is important. It's the passion your fans have for that topic. This is a passion that a good marketer can fan into greater flames. Even easier, pick a passion that people already have, and choose to become a **passionate voice** for it.

Having a passionate voice for, say, fitness, does not mean you are a professional athlete or fitness trainer. You simply have to be well-read on the subject, and deliver it passionately and honestly to a group of people who also revere that passion.

Most marketers make the mistake of trying to *convince* rather than attempting to compel. The Samurai knows how to compel his fans into accepting actions they already hold as congruent to their greatest core values.

Let me give you an example using fitness as our topic. The topic could be anything with a passionate following (and that's just about *anything* in today's world), but fitness is easy to

Rather than convincing someone who is inactive to 'become' active, a Samurai will compel him or her to see activity as something equal to their deepest values.

Take relationships, for example. Most people hold love and relationship as a strong core value—something they would live and die for, and something they need no convincing of whatsoever.

So, what if I wrote an email about how physically active couples suffered less than twice the conflict of inactive couples, experienced 35% fewer divorces, and had spectacular sex as compared with their couch potato counterparts?

Then, what if I gave them a simple place to start: one that didn't require a complete lifestyle shift in order to experience results? Perhaps, if I knew the target fans well enough, one they could do as a couple, without leaving their own bedroom? (Notice the word 'bedroom'... that was not accidental, despite the phrase meaning something other than your

mind probably assumed.)

Notice the tone: I'm merely pointing out that becoming more fit enhances an *existing core value*, while also preventing some of their greatest fears related to that value.

There's much more to writing a compelling email that also persuades, and we'll cover those techniques throughout this book. However, I wanted to whet your appetite a bit.

Next on the list is **personality**. I call this “your voice”, and the only marketers who will be left standing when the Apocalypse hits the fan are those with the strongest voices—the personalities will conquer the “swipe and hype” bandits, starving them out of the hills and bunkers in which they reside. Fuck ‘em. I have no mercy for these list-massacring marauders. Sending bullshit swipe copy that has offers wishes to fools is no different than the lawless attitudes of the Old West that were all but eradicated through enlightenment.

In our case, the enlightenment comes out of the cries of the fans—cries for authenticity mixed with leadership; opinion mixed with rapport. Never fear—people love to buy things. They just hate to be sold shit they don't need.

Think of your service to humanity as selling others what you would buy yourself, and you'll be doing the world a favor.

Now, the question becomes, “How do I develop my personality?”

That's not formulaic, unlike a lot of the email strategies I'll be sharing with you, yet it is doable. It starts by letting go of the personality shackles and speaking your mind. Remember, following the tips in this book, you'll be speaking mostly to fans, so you're preaching to the choir.

Remember that people love groundbreakers, champions, and underdogs. One of those three characteristics probably fits you. Select the one, and write under that persona with all the honesty you can muster, and with as few words as you need to use.

Verbosity is cool when writing a book, but it's a death sentence for most emails. There are exceptions, although I like to mostly stick to my 10-Word Trick and keep the reading to an 8th grade level or lower.

It's shocking that half your audience will not be able to read over that 8th grade level, yet statistics show us just that. For sales copy of any kind, if a dictionary is required, it sucks. And you should not be the judge; let an average 8th grader read it. He or she will let you know.

Finally we come to the sword of the Samurai: **persuasion**.

Unless your cause is non-profit, without persuasion skills, your life as a marketer will be short-lived. To be persuasive, you must employ some ruthless yet ethical verbal tactics. You must be clear. Your message to act must not contain a hint of ambiguity. You must leverage the fan's core values in order to overcome his or her lack of inertia; the native state for most people.

No one would consider persuading a man to leave a burning building as negative, yet persuasion in marketing is often seen as coercion, manipulation, or some evil force from the 7th Circle of Hell.

Persuasion is like a hand gun; it can be used for ill-gotten gain, or it can be used as a weapon of protection. In our case, we are protecting our fans from withering on the vine of inactivity and mediocrity.

Nothing great is ever achieved without targeted momentum. Even if the action you want your fan to take, be it the purchase of a book or the subscription to a membership site, isn't the end-all to overcome their pain, it's a start. Sometimes it will be the end-all, and those days are happy days.

I cannot tell you how many products I've purchased from a well-crafted email, only to be disappointed in most of what was offered. However, it's rare that I'm entirely disappointed. In fact, many times I can find just one or two nuggets of information— perhaps new, or perhaps reworded in a way I needed to hear at that moment—that motivated me to take further action.

This is how I think of persuasion; as a skill to master in order to compel people into doing what they either know they need to be doing, or what they don't know they should do in order to live a happier life. Master this skill, and the world is your oyster. Take a pass on it, and your marketing will stink like rotting fish.

It is the combination of these three powerhouses that create The Trifecta—the ultimate safe house for the Apocalypse. It is the path to becoming not only the messenger, but the message itself. When you do this, raving fans will follow—and they will reward you handsomely.

TECH IS EMAIL'S BEST FRIEND

So many marketers fear tech: the coming of Google Glass, they say, will erase the power of sales pages and email marketing. Wearables will render email useless. “It’s all about Facebook now...” or, insert your social media powerhouse of choice.

Nonsense. For the Samurai, this is ajoyoustime of sword- sharpening, for we realize that behind all of this technology remains **magical words**.

Words that get cash, as I say. Words that cut through the noise and demand actions that are in alignment with your fans’ core values.

These words will not be censored in the days to come, where devices become smaller, when 80% of all email will be checked on a smart phone or a wearable device. Rather, this opens doors to messages that are shorter, more powerfully relevant, and gives you that many more ways to reach your fans.

Also, with the advent of more tech, many people will long for the “good old days” of desktop email. Yep, you’ll have a new audience, and the old fogies to boot. You really cannot lose if you play like a Samurai.

As of this writing, email delivery and response is now a huge issue when it comes to **smart phones**. Just a few years ago, this was not the case—yet the Samurais saw it coming. We adapted our messages from ones that were once clever, such as emails with only 50 characters per line for ease

of readability—once true, but now obsolete with smart phones that tear up these hard-return paragraphs into something akin to a ransom note. We now use longer text, because we know that most emails are checked on smart phones.

Here's an example of what we used to do before our modern-day *Star Trek* communicators, and that now looks like death on a saltine cracker on your smart phone. Funny thing is, some dinosaur marketers still use this strategy and think it's the bee's knees:

Hi Jon,

I once wrote emails that had hard returns like this to keep the paragraphs really short and easy to read.

That was a great idea until smart phones came along and promptly fubared all my hard returns, creating “the ransom note” look.

P.S. Imagine what this would look like on Google Glass?

Samurais adapted and overcame. We went right back to plain text without hard returns, and the smart phone fans said, "Thank you... and for the record, thanks to huge-ass monitors, we're kinda used to reading 1000 characters in a line."

Who knows... could be true.

Some ESPs are more clever than others. Some will allow you to still use a shorter character-per-line format without screwing up the display on a mobile phone. InfusionSoft is one ESP that does this, although they are not who I would recommend for a provider due to their rather dismal history with hijacking lists and lousy delivery.

Another thing we Samurai-types did was to stick to text- style email messages rather than fancy, bandwidth-draining HTML templates.

Let me set the story straight once and for all: using an HTML template, simply to try to look like a “real” company, is four steps beyond stupid. HTML template emails are Satan’s sex toys—evil, silly, and a poor substitute for the real thing.

Here’s a simple rule to follow: would you send that message to your best friend?

Your fans should be considered your friends, not some list of strangers. They have the same feelings and desires as you do, and I’ll wager you don’t like receiving pretty emails with loads of HTML graphics in them. Plus, I’ll bet you don’t think, “How nice! A pretty email!” as rapidly as you think, “What is this annoying company trying to pawn off on me today?”

The goal of the Trifecta is to become one with your reader. You do not become one with them by sending them something that looks like an ad from some Madison Avenue ad firm. Fuck those guys, too. Hate 'em all. They couldn’t write their way out of a wet paper bag without a set of instructions and three X-ACTO knives. Give me a few hundred million and a dozen Clydesdales and I could sell chip-eating football men plenty of beer.

Funny thing, I could sell more without

all that hype or the horse poo with little more than one damn good sales page, driven by Trifecta-style email marketing, and a cut off the top after my 7-figure composition fee.

And the best part? You'd actually be able to **measure the** results.

So here's the takeaway: make your emails look like ones you get from your best friends. Plain old text, with the occasional bolded word, and at best a simple icon, if a company logo is deemed absolutely essential by some numbnuts with a marketing degree from Clueless University.

Sure, I'll use graphics strategically within text email. After all, I send pics to friends, so why not my fans? I just do it by leveraging the ways of the Samurai. Ways we shall soon uncover.

For now, just keep it simple—the response rate goes up, and the ever-expanding tech world will appreciate your sensitivity to bandwidth.

Now, before I tell you who I am, in case you don't know why the hell you should care what I have to say, I first want to cover...

WHO SHOULD READ THIS BOOK?

If you are just starting off or considering email marketing, great. This book will soon replace that Gideon Bible you see in your hotel bed stand.

True, there are some things in this book that are tips only intermediate and fellow Samurai pro marketers can use; however, I've went the extra mile and included tips for beginners to get cranking, I'd like you to consider this akin to your driver's manual in high school—you know, the one you read **before** you got your driver's license?

Sending email without a license can be equally dangerous. You can burn your list out, turn them off, forever derail your chances at getting solid affiliate support, and basically look like a jackass.

We don't want that. Not unless you're Justin Bieber.

For the Pros out there, this may very well be a wake-up call you've wanted to receive. Sure, you'll be able to use all the 21 Samurai tips effortlessly, but I hope you are inspired to reconsider **how** you are marketing now, and how the Info Apocalypse will drastically affect any nefarious strategies you may be using now. In short, I hope this will help save your ass, and make you a bunch of cash at the same time. That will forever place you in my debt, so get that Ferrari washed and ready.

In all seriousness: I've forgotten more about email marketing than most in my industry know, at least when it comes to crafting a message that persuades as well as it enchants. And, you can learn from my mistakes, as I've made plenty. Cautionary tales for those

savvy enough to give them witness.

And, as for the Samurai among you? I hope you find a few nuggets that increase your CTRs, opens, and EPC/EPM numbers. Yet more than that, I hope you'll echo this message to other marketers who look up to you. We both know that the days are numbered for the CPA-style churn-and-burn list bandits, even if those days may be further away than I personally think.

I hope you will agree, and continue to compel your own fans to see their most cherished values in life, and to make refusing your offer a betrayal of integrity toward that value—the Samurai Marketer's Code in action.

Overall, I'd like to say, one day, that I wrote something that helped marketers make more money, earn more raving fans, and saved a few guys and gals from the noise tsunamis the coming Apocalypse will hurl our way. Perhaps you may even find this whole game fun to play again.

Perhaps you'll even buy me a monkey.

WHO AM I, YOU ASK?



CHAPTER
1

Nosey, aren't you?

That's okay, it's a fair question. I'll make the answer mercifully short. You can Google the rest.

About eleven or so years ago, I launched my first e-book called *Fit Over 40: Role Models For Excellence At Any Age!* I wish I would have left the "!" off the title now, but alas, now it's too late.

That book went on to break online e-book records; records that today may look rather shoddy, but nonetheless put me into a different tax bracket, allowed me to quit my full-time job, firing my boss in the process. I was self-employed even then, you see. A few months later, I was the talk of the marketing town.

Little did these marketers know that I only wrote the book. My partner at the time, Tom Venuto, was the brains behind the marketing.

Yep—despite being known today as one of the best and highest-paid copywriters around, I started off as... well as a musician actually. Then a graphic designer. Then a writer. Not a writer in the Hemingway sense, but definitely in the 'write your passion' sense. Yet, I never wrote a stitch of email or sales copy until about a year after the release of *Fit Over 40*. My first attempt at sales copy came after I decided that, hey, if I could write a book, surely I could write cheesy, long-winded 6,000-word sales page copy... right?

Right?

Wrong.

I quickly discovered that sales copy and email marketing were their own animals. And, for some reason, I was attracted to these animals. I wanted to get to know them, enter into a cuddle session, pet them, and call them George.

I began simply studying the sales copy Tom had composed and reading some of his emails. After that, I did something, so help me, I would never advise you do to in a million years:

I tried my hand as sales copy again,

using only Tom's basic template. No copywriting legend books, no courses, no nothing.

Despite Tom's very good copy skills, usually one needs a lot more than just "a" sales page to learn persuasive sales copy. But something clicked for me when reading Tom's copy for the 14th or 15th time. I can't tell you how I got "it"—just that I did.

I never started out to become a copywriter, but the moment I got it, I vowed to go it completely alone—no courses, no mentors, no reading of other sales pages or emails. I just wanted to create my own style and see what happened. This is not wise advice. It's highly advisable that you go with what works, but the creative weirdo that lives in the right side of my cranium had other ideas.

Granted, the influence had been laid down. Tom studied under the legendary John Carlton, now a trusted friend and colleague of mine. And, John was mentored by the late Gary Halbert, who was trained by direct marketing greats of the 60s and 70s, and so on.

I was nibbling on the crumbs of The Last Supper, and never even knew it.

However, I also discovered something quite rare:

I had a natural talent for creating rapport in my writing— something we will cover a lot in this book. I may not have been a great copywriter when I began, but I became great through developing my own way of looking at the science of selling, from pulling from my psychology and philosophical roots, and by hammering home a simple message: *I'm basically a*

lot like you. I'm just a few steps further up the road.

Not exactly in those words, mind you.

Phrases I helped make popular in today's sales and email copy read more like, "It's not your fault, yet now it's your ethical responsibility." Or, "Despite being considered a fitness expert today, I started off about where you are today... probably far worse off, in fact." Or, "I desire so much more for you than what I experienced, and what you're experiencing now."

These are all rapport phrases, and my copy is littered with them. The other thing you'll find in my copy is the copious use of variations of the word "you". In one sales letter alone, I used "you" over 400 times, often up to 10 times in a single paragraph. It was as if I purposely looked for ways to cram "you" into places "you" didn't belong.

No one noticed, except Chim-Chim, the fan's monkey mind, who went ballistic over the verbal attention and rapport he was enjoying. Chim-Chim was screaming, "Click the damn buy button now!" at the top of his little lungs well before Mr. Prefrontal Cortex escaped his "no ego" reflex.

That's all psychology of marketing shizzle that means I penned laser-like daggers into the emotionally-charged, begging-to-be-seen monkey mind.

The end result was a style that is still pretty unique today. My emails vary in tone, but most copy cats can tell when it's me, or a knock-off trying to emulate me. Many times, guys do me one better. I'm not ashamed to admit it. Being considered "the best" at something by anyone outside your immediate family is honor enough for me. It doesn't have to literally be the case.

I went on to create the “ugly video sales letter”, or VSL. Someone had to do it. That someone was me. I later found out that none other than John Carlton said he used something similar long before I was ever on the scene, and I’m sure that’s true of others. Yet no one had “The Formula” I was using— and that Formula speaks for itself. Over 11 Billion in revenue has been collected using my VSL style, be it right by the numbers, as in my 3X Sellerator VSL training (sellerator.com) or variations on a theme.

I’m proud of that... quite proud. Even John Carlton bought the course. It was like Zeus picking up the bar tab.

After I wrote the first VSL for my book *The Every Other Day Diet*, my income shot up into the millions. People were buying millions of dollars of traffic for my book every week. It was insane. Then Skynet Google shut down all the weight loss offers, thanks to some asshats who were selling (guess what) fucktardary to fools.

I wasn’t one of them. My shit worked. I totally transformed my body using the methods I wrote about, and helped thousands do the same, but Hal 9000 Google couldn’t care less. Weight loss offers “looked” bad, and heaven forbid a company named after a misspelling look bad in the eyes of the half-asleep public.

Before that happened, however, other marketers offered me obscene amounts of money to write VSLs for them... so I did. I figured out a formula for it, and I could crank one out in a day or so. I teach people today how to do the same thing. So, a \$30K per day paycheck was pretty sweet. I knew nothing of royalties, or for that matter the copywriting business. I just knew I had a knack for these things, and that knack was making me a nice living.

VSL writing turned quickly into email writing for others, and I found similar formulas that I still use today—many that I'll be sharing with you—that produced similar sales-smashing results.

Over the following seven years, I would end up sending out hundreds of millions of emails, doing thousands of split tests on subject lines, link text, body copy style, length, and delivery times. I was testing everything I could get my hands on.

I've written emails that have gone on to pull tens of thousands of dollars with a push of the send button. I've had more of my techniques pirated than I care to recall. I started what became known as the “soap opera” style auto responder emails, popularized by another savvy fellow who is equally good at the skill. Still, I was doing this years before anyone, and the reason was always the same. Ryan Deiss, marketing legend, summed it up like this:

“Jon is literally the ‘mad scientist’ of marketing. He’s come up with more clever ideas that actually work than just about anyone I know.” —Ryan Deiss

You see, during my career change from fitness profession to copywriter/marketer, I realized that anyone can be positioned as a fill-in-the-blank professional, but only a handful of guys could really write copy. And, even fewer could do it with any degree of *originality*. Many of the techniques I considered to be original I later learned were used eighty years ago, yet there are just as many that I've yet to see used by anyone else.

For example, creating a re-read of your sales page and your email by using a clever “P.S.

Trick”, one you’ll read about shortly. That was mine. The use of a non-sequitur pattern interrupt...yep, mine. Using alt text in HTML images to create curiosity and a click... mine. And, my Magnum Opus, the *Samurai Code*, is most definitely the distillation of all that I know that works into one simple sentence. I’ll take that one and put it on my tombstone.

The combination of my personal financial success, my success in writing copy for multiple industries, producing or coaching clients to 7, 8, and even 9-figure sales pages, and hundreds of successful email campaigns earning tens of millions of dollars, landed me in the inner circle of copywriting and marketing legends I consider brilliant beyond measure.

It was through finding myself in their company, often mentioned in the same sentence (which still freaks me out), that I discovered something about myself that I’m more proud of than anything else:

I figured out how to teach copywriting to marketers.

Teaching what most people consider an art, and what I honestly do have a natural talent for, was not easy. It required reverse-engineering, thinking under the radar, and developing a way to teach within a state of flow rather than a state of linear learning.

That was the birth of 3X VSL (now sellerator.com) the birth of The Samurai Society of Copywriters, and the birth of the book within your hands.

It also explains why I’ve opened a dozen loops thus far, rather than diving into 25 tips that any monkey with a laptop can use. Sure, I want you to use them; they

work, and they work well. However, I want you to get the gestalt of email and marketing, so I'm purposefully writing this in a way that imprints some crucial copywriting tactics on your subconscious mind.

Perhaps you'll find yourself
approaching your emails and all of your
copywriting in a fresh new light because of it. Or, perhaps you won't get it, skip to the back of the book, and take the tips out for a spin. I hope you don't do that. I hope you'll trust me when I say that I have a unique set of gifts for you—gifts that will outlast email tips, and perhaps even your career in marketing.

Or, perhaps I'm just a guy who made
millions by pulling words out of my ass and carelessly
pressing the "send" button.

I'll let you decide for yourself.

WARNING:
A V O I D
T H E S E
T H I N G S
AT ALL
COSTS !!



CHAPTER
2

AVOID THESE THINGS AT ALL COSTS !!

Ah, marketing tomfoolery. You gotta love it.

However, I wasn't just doing the Avoid Modality Spin Move on you... these really ARE things you need to avoid at all costs when it comes to crafting emails that sell and that mirror The Samurai Code and echo "Trifecta" into the cyber canyones.

Before we get into the who, what, when, where, and why of email marketing, and those killer 25 tips, you need to know what not to do first. Simply avoiding these common mistakes **most of the time** (all rules are made to be broken) you'll be ahead of the pack.

Here we go...

BEING IMPERSONAL

Nothing annoys me more than getting an email that reads something like this:

SUBJECT LINE:

Special \$ 4U! Today Only!!

BODY TEXT:

My dearest friend **JON BENSON**,

We are inviting everyone on our list of 1,000,000 subscribers to join in on sharing with the world how truly awesome we are... and you're invited!!!!!!

Yes, share our awesomeness with the world and we'll give you, **JON BENSON** a shot at saving \$11 on your next cup of coffee!

Just www.Sellerator.com for more info.

Sincerely yours **JON BENSON**,

The Asshat Firm of Manhattan

The scary thing is that some agency charged The Asshat Firm a few grand to compose this wet piece of marketing lettuce.

Aside from the atrocious “we’re so great” bragging rights copy, and the rather funny name field errors, the really god-awful part of this email is the fact it’s **totally impersonal**. It looks and reads like exactly what it is: a mass email who could care less about the person on the receiving end.

Part 2 of The Trifecta is offended—this is anything but personal, and bypasses personality like a bridge on one stilt.

Now, this is an extreme example, but most marketers who are **trying** to be personal still fail at doing so. They start out of the blocks quite well. They get the first name field correct. They ask a pertinent question that resonates with their fans’ most pressing issue. And then... off the rails they go.

They start talking about the product. More on that in the next section.

Here’s another gem, and this one is an email I just received:

SENDER:

Notification Center

SUBJECT LINE:

Congratulations and Thank You!

BODY TEXT:

As a thank you for being one of my

special subscribers that always opens my emails,
I have a special gift for you today ...

= = > Right Here! (That was a
link)

You are receiving this email as you asked for
information using your email address: (link for my email)
You can modify your email address here (another link)
Yet another link here to unsubscribe, with the ever- so-nice
message: (Please note that this is instant and permanent)
You can report Abuse here (I'd like to abuse the sender, thank
you)

Brilliance abounds in this little ditty. It
all begins with the Trifecta-less "From" field that reads
Notification Center. Golly, the emotional shivers down my spine makes
me feel like I just received an email from the President... of Assville.

The subject line looks pleasant
enough; so much that I would have never opened it
had I not been writing a book on emails. The saccharine taint to that
subject line just reeks of spam.

I did laugh at the body text. I'm one of
Mr. Asshat's "special subscribers"... one that "always
opens" his emails. Er... yeah. That's why you have no idea what my
name is, right? Or that I would rather read your eulogy than your
emails? No? Hmm. Now I don't feel so special. I'm calling *The View*
first thing in the morning.

He did use one of my tactics of
redundancy, and that's about all I can say that's positive
in regard to this masterpiece of pooness. Redundancy is the clever use
of the same word twice—or, even more clever, the use of homonyms. I

actually give entire lectures on how powerful this technique can be in your sales copy and emails. Yet, used in this pile of junk, it's as powerless as Superman wearing Liberace's kryptonite crystal dinner jacket.

The “Right Here!” was another guffaw. Because, wow, I was so engaged up that point I had to click... **right here!**

Then that link was followed by four more URLs. There is literally more link text than copy text. No wonder it ended up in the spam folder. Please, for the love of all that is holy, try to create more body copy than URL text copy. Can you do that for a Samurai? Thank you kindly.

Before we move on, there's a tip that I just have to share with you. Using this tip, you will almost immediately write more personal and more impactful emails.

Put a picture of your *avatar* on your computer monitor before you write a single word. Then write to that one person.

Your avatar is simply a compilation of your target audience, personified in a single person. If your audience is predominantly female or male, this makes the creation of the *avatar* even easier. If mixed, create a gender neutral *avatar*.

Your *avatar* should be the average age of your reader, and represent your fan base in a generic but truthful manner.

If you don't have any clue who you're writing to, you'll never be an effective copywriter. So, make it your mission to find out. Conduct a survey via Facebook,

Twitter, or email. Find out as much as possible about your target fan base: their favorite music, favorite movie, top three passions in life, average age, average weight, average race...

You name it, you should know it.

And, if you simply have no way of obtaining this data, or you're too lazy to data mine, then create an *avatar* on your best guess. Just don't be too surprised if you're off the mark. Still, a best guess is better than nothing.

Then comes the Samurai part: put a picture on your monitor that reminds you of that *avatar*, and compose every email, every line of sales copy, every blog post, you name it—everything as if you were writing a personal note to that human being.

Do this, and your marketing will soar along with your profits.

Let me give you an example of how drastic the change in tone can be when applying the *One Avatar Strategy*. I'll even take that bullshit email copy cited a few pages earlier and *Samuraize* it for you, just to prove a point:

SUBJECT LINE:

Do you prefer coffee or water?

BODY TEXT:

I admit it, Brent... I'm a coffee person

You?

My wife Susan loves coffee as well. She used to hate the taste of it. She stuck to water most of the time. I'm sure you agree that water is a good thing, as do I.

Still, I really love a great cup of java. Plus coffee has a lot of health perks as well. Did you know that a cup of coffee has been shown to lower blood pressure and reduce stress? It surprised me, too.

It wasn't long until Susan tried this coffee (this would be a link to a coffee website) — and Jon, it changed everything:

This new aroma began filling up our house, and I found myself waking up a few minutes earlier than normal. This is before the caffeine, mind you.

She had two cups ready by the time I came downstairs... and before you knew it, we had created a new morning ritual.

I'd like to share this rich new drink with you, and perhaps you too can experience what we enjoy every morning.

(Link here)

When you go visit the page above, I'll pass on some savings to you when you decide to try this new brew for yourself. I get a nice deal, so I'm sharing that with you too.

Let me know if you love it too.

Ted

P.S. If you don't enjoy coffee, you probably know someone who does. Would you mind sharing this message with them?

Now, that's about a 'soft' as I would ever write. I did so to prove a point—even something as lame as a special on coffee can be turned into a personal, even loving story. One that evokes emotions, while creating a strong call to

action at the same time. One that creates curiosity without sound¬ ing “sales-like” in the least. (Although I love me some sales¬ like! We’ll get into that later.)

Notice my subject line: it is highly personal, yet open-ended. I’ll get the open even if they dislike coffee, as odds are they enjoy water. Asking either-or questions in your subject lines is a great little tip. And, as you may have gathered by now, I’m going to be sharing **far more** than 25 simple tricks with you. I’m hiding tips and tactics throughout each section of this book like Easter eggs in a mega-church’s front lawn. Have fun digging.

The entire tone sounds like an email I could have written to one person, despite the fact this was blasted to over a quarter million people. Count how many times I use the word “you”, and notice how I manage to do it and still sound like I’m having a normal conversation. Look at how often I compared myself to the fan, and how I created an *experience* that we could both share. This is the Samurai art of rapport-building.

Write to your avatar, concentrate on rapport, and never think you’re composing an email to the masses. Do this and your world will change as well... sans the coffee.

DRONING ON AND ON ABOUT YOUR PRODUCT

Listen: no one gives a rat's ass about your product. Really. No one, save your mom or your significant other, and they're just being polite. You could have a pill that cures cancer, and no one cares about your product—the *pill itself*.

People only care about **the benefits your product gives** them. The pain it relieves, the gratification it delivers, the responsibility they feel when ordering the product, as any action toward is deemed a win by Chim-Chim, or the perceived status it brings them.

If you mention more than a word or two about your product's features, you're probably writing a shitty email. Instead, focus on the benefits—your experience, and their future experience with these benefits.

Don't worry about email construction for now. These are just the big picture ideas before we delve into specifics later on.

AVOID ALL-CAPS

I rarely say never, including here, but I will say that you should RARELY use all-caps. RARELY. (Get it?)

All-caps have been used successfully in marketing messages, including email, but they have a habit of triggering spam filters. They also have a nasty habit of looking desperate. If used in one place, all-cap words can be powerful. However, that one place is pretty delicate. It's best you steer clear of trying to find it.

All-caps also have that dreaded ransom note feel, with a touch of “pre-teen Justin Bieber fan letter” tossed in for extra stinky measure.

When you use clever words, they sit on their own. They do not require fancy pedestals to make them more powerful. Plus, your email stands a better chance of landing in the inbox when you avoid the overuse of WORDS LIKE THIS.

Perhaps, even worse than all-caps is...

LOTS OF “!!”

If I see more than a few exclamation points in an email, I’ll delete it even if it promises me a treasure map. It’s the principle of the matter. If you need to have a “I” to make your point, your point isn’t that strong to begin with. Or, perhaps it is strong, and leaving it the fuck alone makes it that much stronger.

Just consider for a moment how these mega-strong hooks would have looked and sounded with the addition of a “!”—

Just Do It.

versus Just Do It!!

(Don’t you want to gag?)

Like A Rock.

versus

Like A Rock!!!!

(Four times the gag.)

Priceless.

versus

Priceless!

(For everything else, there's
MasterCard... and gagging.)

Use exclamation points when they're not
expected... that's cool. Just remember that some of the
best copy ever written contained no frills... no no all-caps, no bolded
words (save one perhaps.)

Strong copy stands on it's own. And,
when you're not quite sure if it's cool or not, just revert
back to the Avatar Technique, and ask yourself: *if I wrote this to my
best friend, would it work?*

If so, use it. If not, dump it and groove
on.

SUPER-SHORT COPY WITH A LINK

This is called “CPA-Style Email” by many in my circle. That’s because CPA (Cost Per Action) companies make a small fortune by spamming millions with emails that are little more than broken-up words, misspelled to avoid spam detection, and a picture with a huge-ass hyperlink. That’s all. It has all the personalization of a letter from the IRS, and just about as much fun to receive.

Here’s an example of this e-atrocity:

SUBJECT LINE:

Hey!

BODY TEXT:

You have to see this video. It will make you riccchh!!!

(LINK)

So much fun. This is similar to the impersonal email example I used earlier from Mr. Notification Center, my very close and personal friend. This one is even more sinister.

This style of email construction has been used for years, but it really picked back up during the original Obama for President campaign. One of Obama’s first emails literally had “Hey” as the subject line. Marketers saw how effective Obama’s online campaigns were, and falsely assumed it was due to these very short emails. We now know that it was due to the

fact that no one on the other side even bothered with the tools of the modern era, so Obama could have sent out almost anything and it would have worked. You do not have this luxury.

The emailer behind this insipid bit of byte-me noise believe himself to be crafty. He's thinking, "In this modern-day, soundbite-crazed world, people don't have time to actually read, so this will produce major clicks!"

Some of his thinking isn't that far off.
Short emails have proven to be effective at *times*....and in the proper context of email sends. But this is not much different than the boy who cried wolf: the fan may fall for the click once, but if you send messages like this all the time, you build absolutely no rapport, no personality, and no legacy. You are crushing the life out of your fan base by turning them into a "list", and nothing more.

Shorter emails also have a problem with the spam filters these days. Many ESPs (Email Service Providers, the folks who will be sending your emails for you) will flag messages like this with a warning. If you do not have more content than you have images or links, your email will most likely be trashed as spam.

It's alluring to fall for the super-short email gag. Writing them is a snap, and they can get decent clicks if they manage to squeak through the spam filters. However, the clicks you get are mostly from those you don't really want as raving fans.

Remember this: create marketing that attracts your ideal fan. Anything shy of that may attract customers like flies, but no one I know likes flies that much.

Go for the gold when it comes to fans.

You'll never regret serving them, and they'll stick around
past the Apocalypse.

HTML TEMPLATES: BECAUSE THEY ARE SATAN'S SEX TOYS

Yes, I've mentioned this already, but it bears mentioning again: HTML-based, graphic-heavy emails really suck. They are horribly impersonal, hog up bandwidth, and make you look like one of those guys who gets his business cards printed at Kinko's—you know, the ones Aunt Margaret designed with her new GIFS R COOL graphics package and a 1997 copy of Corel Draw?

Cheap, silly, and faux.

Now, because some of you are stuck having to use an HTML template look (sorry), I'm here to give you some ways to make it as cool as it can possibly be.

The few HTML templates that work are not overly cluttered, nor do they have 17 different fonts and sizes of type to further enhance the ransom note look. I saw one the other day that was truly clever: it looked like a text-based email with the exception of a small company logo *after the first paragraph*. That way the first line you see on a mobile device is the first line of the first paragraph. This was tasteful, and I suggest you pirate it.

On my iPhone, I see the first text line of the email. Clever HTML email creators get around this and code a first line message, but many HTML templates reveal nothing interesting in the iPhone preview. I get messages like, "To view this email on a web browser, Sellerator.com for more info." Oh, joy. I'm so very, very engaged.

Remember, you're writing and sending to one person. Stick to email that looks like text. It's worked for me, and thousands of other marketers, for decades. It will continue to work. And, it's so much easier to create.

Lastly, if you must use a template, here's a Samurai secret: once a week, send a text-based email that comes from "The Desk Of Your Name Here, CEO of Company Here". Make the subject line really personal. Tell a story about your week, about one of your customers, about something amazing and personally relevant to your fans.

Treat your fans, once a week, as people. Write to them, not to a "demographic". Here's a simple example. I'll just pretend I'm the CEO of Nike, just to prove the point that this trick will earn you major clicks, major dollars, and major rapport points:

SUBJECT LINE:

[Personal] A message from Joe Blow about your feet

BODY TEXT:

Hi Jon,

I know this is a departure from our 'branded' image, but I just wanted to send you something a bit more personal.

The other day I was in one of our stores when I noticed a customer struggling to get his feet into a pair of shoes. Perhaps you've have a similar

experience; you found a pair of shoes you loved, but the store didn't have your exact size.

After watching him try to force his feet into a shoe that was clearly too small, I did what may surprise you:

I asked him for his phone number.

I made sure we had a local store contact him and got him the pair of shoes he wanted, and in the size he desired. Why?

No matter how great a pair of shoes may look, we both know that the health of your feet depends on the correct fit.

Speaking of the ideal fit, I noticed that it's been a while since you last visited our Malibu store. I think you'll be happy to know that we have several new styles of shoes that you may enjoy... and we have them in stock, in virtually every size.

However, just in case we don't have your size, just know that our manager has instructions from me to locate the nearest store for you that does, and retrieve them for you.

We'll keep this offer open for you until Sunday, and hope to see you well before then.

Sincerely,
Joe Blow; CEO, Nike

It would be hard to pass up a letter from the CEO, especially one that looked as if it was an **actual** email from a the CEO, written to you. Even though you realize on one hand that this isn't the case, the added touch of a personal story creates rapport, and the intrigue of something new at my local shoe shop may just inspire me to drop by.

The only two things in that entire email that absolutely require automated data was the first name field (which you should always have) and a location field.

The lesson here is to think personal, and when you cannot be as personal as you like, get clever.

By the way: the few Fortune 500 companies that have taken me up on this strategy of sending a once-weekly personal email from the CEO have reaped serious benefits. Imagine what you can do.

NOT GETTING THE FIRST NAME

This is more of an opt-in field no-no, but since it involves email, I'll just spell it out here:

I used to teach marketers to go with the least friction possible on an opt-in page (a page designed to capture someone's email address) and bypass asking for the first name.

It's true—just asking for the first name decreases opt-ins by about 10% or so. However, having the first name drastically increases the personality factor and rapport-building. Numerous studies have also shown that getting the first name leads to a higher lifetime value per customer.

So, I'll take higher-paying, longer-lasting customers I can build rapport with over the quick in-and-out buck any day of the week.

Plus, one's first name is literally a treasure chest when used in one of my 25 Simple Tricks. You'll see... and you'll thank me for reminding you to always capture it.

One thing to be cautious about: nothing screams "mass email" like getting a faux first name in an email. Perhaps you've received an email that begins something like this:

Dear FIRST NAME,

Or perhaps:

Dear Friend,

Both are insipid, yet the first example is deadly enough to warrant an unsubscribe. Just know that this happens to the best of email marketers. The occasional blank first name field happens, so one strategy I use is to minimize the damage in case it is blank by using a sentence that starts off like this:

Hi,

Have you ever wondered why we enjoy seeing our first name so much ?

Notice the space between the comma and the question mark? Had the first name been present, it would have read “Hi Jon,” and, “... so much Jon?” Simply leaving out punctuation before the question mark makes the missing word almost unnoticeable. Having the comma after “Hi” is important, but again, you only notice an extra space. It’s not the end of the world.

You can control what your email service provider defaults to when the first name field is empty, at least with most ESPs. Remove “Friend” as the default. That’s beyond trite, and it bellows how little of a friend you really are. A friend would know your first name.

This is acceptable on a sales page,

although I personally try to dig up something more clever than “Dear Friend”, even on a page that is obviously written to the masses. I’ve used variations on this theme and made it even more specific to the fan’s desires. For example: “Dear Weight Loss Enthusiast,” or, “To You, A Fellow Copywriting Fan.”

Much cooler than “Dear Friend,” eh?

FORGETTING MOBILE

We've covered writing emails for mobile and how you should never use hard returns. But there's more to the story. I'd like you to think about writing your emails with a mobile device in mind.

Here's what I mean: **how differently do you *feel* when you** check email on a cell phone?

Most people check their email differently on a cell phone than they do on a desktop computer or a laptop. A cell phone is a more personal device. It's literally in your hands, in your pocket or purse all day, and beside you when you eat. People have more affinity to their cell phones than they do their laptops, or even their tablets. They identify with their cell phone, and their cell phone serves as an *NLP anchor* to everything they care the most about.

An anchor is something that reminds you of something else. A song you hear today, for example, may take you back to high school the moment you hear the first few notes. That's an anchor. One's cell phone, unlike a computer, has anchors. They remember the last conversation they had with their lover, or their parent. They connect to the music on their phone more because the music moves with them, and causes them to move.

In copywriting, we use NLP as a verbal tool to create anchors. NLP, or NeuroLinguistic Programming, is a science that combines specific language patterns with human behavior.

We create anchors to predetermined

values, for example. We might say, “Being fit is one of the best ways you can love your children. Imagine always being there, ready to play, full of energy, and never missing a moment of memories.” I could go on and create a hook like, “Fit for parenting”, and echo that theme throughout a series of emails. All I’m doing is anchoring the predetermined (the fact that my fan loves his or her children) with the action I want to compel them to consider (becoming more fit.)

Well, a smart phone has many anchors already in place. And, when you check your email on your smart phone, your prefrontal cortex may be blissfully unaware of them, but your monkey mind is firing off on all cylinders.

Some tactics you may want to consider include:

1. Subject lines that are shorter so they are fully readable within the smart phone email preview.
2. Subject lines that actually have the word “phone” in them. You would not want to use this trick all the time, but ever so often when you want a huge open rate, try something like, “Are you on your phone right now?” Think a fan would open that email if they were checking email on *their phone at that moment*?
3. Make sure the website offer you send your user to is mobile-friendly. It’s a good idea to check your offer before you send it just to be sure.
4. Send a short email in several parts. Make the first part smaller in size so there isn’t a lot of scrolling necessary, and end with a “Next Page” icon. Take them through several pages on a blog with the message, each fairly short, and each requiring a click to continue. This trains your fan to click, and training to click is training them to make a commitment. Small commitments add up to a larger commitment—the sale.

TOO MANY PICTURES OF YOU

Even in the fitness world (or, should I say, especially in the fitness world) I suggest avoiding picture overload. Pictures in emails can be very powerful, however, if you use them correctly. We'll cover how to do that within the 25 Tricks section.

For now, just realize that seeing three pictures of you in an email, especially if your life appears a lot more fun than the life of your fan, isn't going to create rapport—it will create jealousy, or it will just piss them off.

If you look over those HTML templates that I gave you—the ones that are less Satan sex toy-like—it will give you an idea of pics that can work in a boiler plate.

The Samurai way of using pics is to keep them timely and relevant. Pics of you at a relevant event saying “hi” to your fans is pretty cool, or the occasional pic of you with that half-attentive celebrity in your field? That's cool, too. After you Samuraize™ these pics, they can turn into clicks, as you'll soon discover.

Make sure your pictures are not posed or Photoshopped into oblivion. If your booty is the size of Kim Kardashian's, don't do what Kim does and Photoshop it down to that of a bikini model. Own it. Get down with your bad self. If you have a face perfected for radio, run with it boldly. Even poke fun at it. If you're like me and exceptionally good-looking (and modest... and in touch with reality) then use it in a P.S. signature. Keep it simple.

If you have three Lamborghinis, try to

avoid mentioning that in bold and all-caps when writing to aspiring entrepreneurs who barely know how to spell “GoDaddy.com”. This breaches rapport and sets the bar of success so high, most beginners will find it more daunting than inspiring. There is a way to turn your success into rapport, and actually use those three Lambos as a method of connection. I cover this in my more advanced copywriting courses. It works so well, your fans will end up feeling elated for your success to the point of co-owning it. Just imagine how powerful that could be when it comes down to asking your fan to take a specific action, such as buying one of your success-making products.

Just respect bandwidth—the smaller, the better. That means fewer pics, compressed like hell when you do use them, and more talky-talky about your fans’ pains, pleasures, and solutions.

PREACHING RATHER THAN TEACHING

Unless you can pull it off with wit and charm, like yours truly, preaching is downright obnoxious.

Understanding the difference between being a “few steps ahead” role model and a self-aggrandizing, talking-at-rather-than-talking-to buffoon is beyond important. Again, apply the “would I want to read this?” rule and you’ll be okay.

BEING TRITE

Look up the word “trite.”

Now, light that page of your dictionary on fire. If you used a paper dictionary to look that up rather than Google or your handy online dictionary, you may want to consider lighting yourself on fire. (On second thought, do not light yourself on fire.)

Trite sucks worse than a black hole to hell. If you put every bad 80s song ever written into sonic blender and guzzle it down while watching every episode of *The Cosby Show* dubbed in Sanskrit, you'll get a vague idea of how intolerable *trite* really is.

Here's some specifics:

Emoticons = trite. Excessive smiley faces = trite. Phrases like, “This is the first day of the rest of your life,” “The greatest journey begins with a single step,” or, “Always look on the bright side” = trite... geez, I just upchucked a bit in my mouth while typing those neuron-mangling examples.

The essence here is that you want to avoid writing an email that sounds like it came from Willie Wonka's lithium-fueled ex-wife who lives in Beverly Hills and believes Nic-Nac, her sparkling white Chihuahua, channels spirits of positive healing energy through her crystal necklace. And, she's always in a fantastic, upbeat mood, goshdarnit!

Avoid them 90% of the time and you'll

be safe.

BEING POLLYANNA

See “trite”, and extend that to the realm of being overly positive in your emails.

Having a positive mindset is great. Knowing that the majority of your fans are probably not in such a happy-happy joy-joy mood is even greater.

Find a way to communicate optimism and hope (both are important in the selling process) without forgoing the power of relating to their struggles. The more powerfully you can relate to their pain, even if it's just a sentence or two, the more powerfully you can compel them toward a positive action to relieve that pain.

BEING DYSTOPIAN

Dystopian works if you are selling to survivalists, perhaps. Even then, you cannot dive off the deep end. After all, if there's no hope, why bother taking any positive actions at all?

You can have fun with a dystopian slant, as I've done with the whole "Info Apocalypse" bit. Just aim for entertaining, and avoid sounding alarms for the sake of hearing alarms.

BEING AFRAID TO OFFEND

This is a touchy subject. So touchy, that I intend to plow through it like a starving Rottweiler visiting a hospital full of sick kittens wrapped in blankets of bacon.

If you are passionate about something, speak it without censorship. Censoring yourself is a step toward becoming an Internet coward, and we already have more than enough of those guys hanging about. Censorship violates some of our most basic human rights, and gives your power away to the masses rather than lending that power to your huddled fans.

Here are a few examples: if you swear naturally, swear when you write. If you speak without the use of colorful metaphors, stick to your guns. Even make fun of those who swear.

If you are anti-X, make X a laughing stock. Your fans will resonate, as they too are anti-X. Your non-fans will flee... exactly what you want them to do. You simply cannot lose unless you opt for being a corporate wuss and trying to please everyone.

Here's what I've noticed: for every one person you offend, you will gain two or more loyal fans.

Loyal fans are so much cooler than nitwits who are just looking for something to take offense over. Personally, I enjoy thrashing P.C. worshipers like that about in a verbal brew so deadly it's as if it was whipped up for Socrates himself.

Here is a funny story:

A few years back, a friend of mine created an informational product on Clickbank called The Rich Jerk. His sales page copy started off something like this:

I'm rich, you're not, and frankly I'm better than you.

The remainder of the copy was a virtual onslaught on the sensibilities of the reader. Manhood was challenged, and compared to parts of female anatomy. Parentage of the un-willing to read was questioned, calling upon sundry farm animals as likely candidates or sperm donors. All manners of wealth icons were tossed around like so much confetti, cheering on the Jerk himself in a parade for The Jerk, thrown by The Jerk.

He was taunting the would-be buyer, almost daring them pass up this one, glorious opportunity to be this much closer to him, and the dreams they long to see transform into reality.

It seems as if it flies in the face with my earlier mantra; that of avoiding slamming your fans. However, my pal did this in such an over-the-top way, he gained "Stern Points"—people bought his stuff because he was offensive, and at some point the offensive nature just sounded more believable.

I'm not suggesting you go with this approach. I'm merely pointing out an extreme example of someone who didn't give a damn about writing to the masses, and who made millions in the process.

Herein lies the gold: when you write to your avatar, or *against your anti-avatar*, you can pretty much be assured that your passion, however expressed, will be received. The one condition is that you are a savvy enough writer to convey the message without sounding like a douche.

Let's get back to my example of swearing. You may have noticed I have a tendency to swear at times. I subscribe to a school of thought popularized by British iconoclast and comedic genius Eddie Izzard. Eddie says, "Once you've mastered a decent vocabulary, it's perfectly acceptable to swear, and at times downright preferable."

Swearing is also a way for me to make my fans laugh, even if they rarely swear. It is also a way for me to alienate non-fans without much effort. If someone is so petty that a four-letter zinger offends them, I don't want their money, and I don't want them around to suck the energy out of the joint. It's like someone missing the point of a Monet painting because there's a few scratches on the frame. Morons like that are simply not welcome in my museum.

Another excellent example, and one some may consider a polar opposite, is a profession of faith.

Even if I were an unbeliever, I'd rather read an email from someone who says, "Guess what? I do what I do for Jesus Christ, and I don't care who knows it. I'm not perfect, and I am not here to preach to you, but I wanted you to know where I stand because it affects what I'll be sending you." This is preferable to someone who puts their faith in the bumper sticker area of their email (the signature line) using nothing more than a John 3:16 sign.

Are you getting the picture? One of a cool swagger, a bit of dashing boldness, and a true voice singing above the noise of mediocre messages?

If I clash with a certain degree of boldness—even that degree is 180 from my own position—such courage makes me believe and respect the author more, not less. If you doubt this, read *Radical Honesty* by Dr. Brad Blanton.

Despite the aggressive nature of these examples, I’m applying what I preach within this book. I’m writing to you exactly how I think and speak; without filters, and with more than a fair share of linguistic flair and entertainment. At the same time, I’m downloading gold into your cerebellum. If it were not for the latter bit, the former bit would not serve in the least. It would be little more than shock value.

Shock value for its own sake is a lot like mime—the lowest rung of comedy. It is a lesser form of creative expression. When I say shocking things, know that it’s coming from my twisted innards.

I was once a youth pastor (believe it or not.) And, because I spent so much time in the company of New Yorkers, I managed to pick up more than a few four-letters to add to my personal lexicon.

I was called into the head pastor’s office when I swore in front of my students. I explained that I wasn’t trying to offend—I just refused to be a hypocrite, speaking one way in a ‘church’, and another in public. I also made a sly reference to a certain apostle known in some theological circles as one who used a colorful Greek metaphor or two. He didn’t buy it, and canned me.

All the kids, save one, signed a petition to keep me on as the youth pastor—not because I *swore once*, but because they knew I was *a lot like they were*, just a few steps ahead.

Sound familiar?

I have another way of being anything but conservative in my writing style. Perhaps you can try it on for size. I enjoy picking on a few folks who, to put it mildly, run counter to my personal taste, message, or vibe. I create a vivid image of how opposite these individuals or organizations are by using humor.

Justin Bieber is always a favorite, even though she he is such an easy target. True, he's the embodiment of all that defines creative excrement, despite being a successful marketer of his agave-coated preteen drivel. Sure, he offends anyone who has an I.Q. above room temperature with his utter lack of nuance or creative contribution to the lexicon of music. And yes, *of course* he is more vile than the antichrist after a hard day's work at Taco Bueno. These facts go without saying.

However, mostly I just find knocking him around entertaining—and a great way to rack up the fans.

Here is a more moderate example of avoiding the fear of offense. Let's say you write to an investor fan base. And, let's say as an example you *do not* agree that owning a home is a sound financial tactic.

A conservative emailer (read: boring)

would go out of the way to avoid the subject. A Trifecta-driven emailer (read: wealthy) would create a subject line that reads:

5 reasons why you should AVOID owning a home

The author may begin the email like this:

Have you ever heard that owning a home is a great financial strategy?

Have you ever considered that may be utterly false? Even financially dangerous?

Whether you own a home or not, have a look at my 5 Top Reasons why this bit of advice is just downright terrible.

(Oh, if you own a home, I'll also share how to get the most out of it in my next email, so read on...)

(5 Reasons Here, etc.)

Look at what the author has done:

First, he/she did not back down from the position being held. Second, the position was turned into both a cautionary tale and an open loop for the next email, which covers how to make the best out of what the author believes is a bad situation.

The author also appealed to the negative in the subject line, and even those opposed to his/her position would be curious enough to open it.

When you're bold, fans respond. When you cower in fear, fans flee the rusty old ship.

Some of the greatest emails I've ever read contained the most provocative messages. Yet, they were provocative because that's what the author truly believed. Shock value is a one-off. Inspiring and gaining loyal fans through passion and provocation?

Priceless.

(Or should that read, 'Priceless!!'?)

OVERUSE OF SWIPE COPY

Swipe copy refers to email copy written by another marketer, and designed to (a) save you time; (b) promote his/her product; and (c) slowly mulch your life force to the point you are easily subjugated, lost forever in the Info Apocalypse.

Granted, most marketers never consider point (c).

Can you use swipe copy? Sure, just use the tactics in this book to make that copy more “you” and less “you don’t give a shit.” When you send the same copy as everyone else, it screams, “I have not one unique take on this topic” from the rafters. It can also land you in hot water with deliverability.

Part of the Info Apocalypse is the filtering that email service providers will be doing “for you”. Part of that filtering will be look-ing for identical email subject lines and body content, which is more than a bit scary. This doesn’t bode well for cut-n-paste swipe senders, so dig in, learn the lessons in this book, and stand out amongst the crowd.

Mass email is on the fritz. It may never totally die out, but it will never have a destiny. The only marketers in this decade who will carve out both a wonderful living and a fruitful destiny worthy of sharing with their children and grandchildren are those with a passion and a voice. You may understand this by now, but I intend to remind you consistently until you chant it in your sleep.

Remember this: everything you do today is being recorded for posterity. Every email you send, every Facebook post you make, every picture you upload, and every product you stand behind.

If legacy means nothing to you, then dive into the CPA world and sell fucktardary to fools. Sell the overnight solutions that never work. Pawn the instant cash angles on unsuspecting buyers. Rake and swipe all the cash you can from your ever- dwindling list.

That is a strategy—and it's one that I came close to taking myself. So, if this sounds like preaching, it's preaching from the outskirts of hell.

I became so successful with email marketing, that I occasionally tripped right over that ethical line. To be more specific, I moved it.. .just a nudge. I moved it just enough to feel comfortable about my actions, but not enough to warrant the fiery pits of a marketer's post-purgatory.

Still, I grew careless. I was sending five promotions a week to my fans, many of which were the dreaded "swipe copy".

I believe swipe copy can be fruitful for ideas and subject lines, however the powers that be are suggesting swipe copy's days are like those of the dinosaur, and the fan-composed meteor is about to crash with a pillar of smoke that will blot out thousands of email marketers.

I also like the idea, however false, that "swipe copy" got its name from the fact that, when you use it exclusively, it feels as if something cherished has been swiped from your soul. Little bits and bytes of your integrity, swiped from

your conscious. You're being erased, pal. Replaced by the Word Machine, whose followers are all Os and 1 s. Merely numbers, rarely human.

Heed the advice if you wish.

I can tell you how I use swipe copy, and, until the meteor of fans and personalities strikes, you can take this same approach and dance the gray line between convenience, conversions, and consciousness.

Just be warned: ethical lines are easily covered, and, as William Hurt said in the movie Broadcast News, "They keep moving the little sucker, now don't they?"

The line, that is.

Still, there's good news: you can modify swipe copy written by affiliates who test their copy, know how to craft their copy, and whose intent, other than sales, is to add value to your fans.

Here's the plan:

First, read the swipes. Yes, I realize this will rob your day of at least seven minutes, and up to thirty minutes if you wish to rewrite it. Life in the first world can be a drag sometimes. Get over it. Then, ask yourself these three questions:

"Does this message sound like me?"

"How would I respond if I was sent

this message?”

“How can I make this message even more personal?”

Approach the task with these three questions in mind, and now you're thinking like a fan-passionate Samurai marketer. That makes the time well worth the investment. I should also mention that about 83% of the time your sales and conversions will go up, and your opt-outs will decrease.

Now can you spare a measly half-hour of your time?

Great.

Now, let's say you literally have no time. I've been there. It's not the end of the world to send a swipe as-is ever so often. I'm working my way out of that habit for the future, however, and remaining true to The Trifecta.

If this is the case, have a series of ten pre-written intro messages, and just pop them above the email body copy. The subject line, if kept the same as the affiliate provided, may decrease your opens if you share a list with other marketers in the same industry.

You can bump that by simply adding a descriptive power word to the subject line—one that does not change the tone too much.

For example, you could change:

7 ways you can AVOID sleep loss

To this:

7 CLEVER ways you can AVOID sleep loss

We actually made the subject line better by breaking my all-caps rule (subject lines are okay places for all-caps) and drawing the fan's attention to a enjoyment modality (clever) and an avoidance modality (avoid.)

Next, add an intro paragraph. Again, you need to have at least ten, if not fifty if these puppies lying about for just such an emergency.

For example, above the stock swipe copy, I might say:

Help!

I'm literally out the door to *catch a plane*, and my friend (AUTHOR) sent this to me at the last minute.

I absolutely **know** you'd love this, so I sent it without too many revisions, and at the risk of missing my flight.

If you enjoy it, I urge you to check what (AUTHOR) says on the pages below, and pass it on to friends if it really hits home. — Jon

The Samurai tactic in that particular opening is the word "Help!" Since most people read emails on their smart phones these days, it's

only the first few characters that pop up on your display. Plus, “help” is a very powerful word.

Notice the personal nature of the note.

I would not use this unless I really was about to *catch a plane*, but you can change that to anything that fits your present time crunch. The *catch a plane* touch makes this very personal; almost as if I wrote it (gasp) directly to one fan.

I close with a viral urge, and I maintain a real, meaningful message tone throughout.

If you absolutely must send a swipe as-is, you’ll at least have my voice inside your head urging you to reconsider next time.

High-level marketers are starting to move away from swipe copy in dramatic ways. My friend and marketing genius Eben Pagan just promoted a new product by providing *not one* swipe. He insisted that everyone write their own emails, giving everyone only a high-level view of the product details.

That was daring. It forced me to write some pretty creative emails for his product, all thanks to his desire to keep it real. It may have cost him a few email sends, as some (read: most) marketers are lazy. However, he made up for it with the Trifectalike email blasts from the rest of us.

If you are a beginner, it’s always smart to provide swipe copy to affiliates until they get to know you. You can make that work by providing ten subject lines for each email, and alternative emails to send. Yes, it’s more work. And, yes, it will mean more sales. You can also write everything except for

the introductory paragraph. That will create minimum work for the affiliate, and still get along well with the ESPs on the hunt for lazy emailers.

EMAILING TOO INFREQUENTLY

Ah, the Internet marketer's dilemma; how often do you send an email to your fans? Dean Jackson, my friend and fellow email Samurai, has the best answer I've ever heard to this question:

"Only on the days you want to make money."

It's also true that you don't email your best friend once a week out of fear he or she will stop thinking you're really cool. So why do so many marketers treat their fans so differently than they treat their friends?

I know email marketers that email their list three times a day. I email my fans five or six times a week, and often twice a day if I need to get a time-sensitive message out.

One of the silliest mistakes I see the conservative marketer make is to treat his list of fans with kid gloves three sizes too small. Emails go out, at best, once a week—and in a state of dread over the three unsubscribes it will probably receive.

Fuck unsubscribes. You should want non-fans to unsubscribe from your list. It's doubtful they would ever buy anything from you anyway, and if they did, they would be one of "those" customers—icky, sticky, and picky. It is wise to pay attention to unsubscribes when one thing is present—a predominant amount of feedback about your content not being relative. If enough fans say, "Your content sucks," then perhaps it does.

Just let this sink in: if you're living under The Trifecta, you could email your list once every hour, and you'd have a badass following. If your content really does suck, then you're not abiding by the spirit of The Trifecta. Just know that few, if any, will unsubscribe solely due to the number of times you pour awesome content and timely offers into their inbox. Those that do are not cool enough to be in your clubhouse.

NOT REALIZING ALL OF THESE RULES CAN BE BROKEN

They (who is that?) say, “Every rule is made to be broken.”

How trite.

However, it's true in this case. Try taking the 80/20 approach and avoiding most of these atrocities eighty percent of the time. Then, consciously break these rules here and there, and call yourself a rebel with a keyboard, too much caffeine, and a tad bit of a death wish.

Your fans will love you for it.

T H E SAMURAI POSTAL SERVICE

CHAPTER
3

Now that you know a bit about who to send your emails to, and the basics of email dos and do nots, we turn to the technical: who do you use to send out these precious messages of rapport?

This is actually a very difficult subject to cover, as there are a million variables: the size of your list, the integrity of your list, the goal of your email blasts, and dozens of other considerations.

The pros reading this book probably have this part figured out, however, so I'm going to speak primarily to the newbies. I will finish off with the system I personally use and recommend for advanced emailers.

I am a huge believer in keeping email as simple as possible for beginners, which is why I recommend Aweber as the ESP (Email Service Provider) to run with when you are first getting started.

There's a decent argument to be made against services like Aweber, which feature very low monthly payment plans (under \$20 for a small list) and unlimited amount of emails you can send for that price, along with *auto responders* (automatic emails triggered to be sent to your fans in a specific sequence; a great way to put your email business on some degree of auto-pilot.)

The argument goes something like this:

“Sure, Aweber is great, but you need a CRM (Customer Relationship Management software) to be successful.”

True, and not true at the same time. It depends on your business model and long-term goals.

I know many multi-millionaires using nothing but Aweber, or another similar ESP. I was making millions before I moved from Aweber after a long run with them starting eleven years ago. I think they are a fine company, and their interface, deliverability, (I'll cover what that means shortly) and customer service are all just fine. We did outgrow their technical abilities, and they are somewhat restrictive on how your lists are managed, which didn't bode well for a few of our products. However, for most marketers just wanting a simple solution, and who are just starting out, Aweber is my choice.

However, if your business is a digital store front, and features dozens, perhaps even hundreds of products, then most Internet marketing consultants would recommend a CRM such as Infusionsoft, or Ontraport. Both of these software tools offer powerful information collection tools, shopping cart features, data mining reporting, and so on.

The problem is they are both very complicated to use. “Confusionsoft” is a common phrase used by marketers who actually *like* the software. It is confusing—terribly confusing. My company used it in the past. Ontraport has improved considerably from what I hear, although I have not used the newest version of the software. There are some very reputable guys behind Ontraport, so that's another option for you to consider. If you do, I suggest taking full advantage of their support and training to make the transition easier.

If you absolutely must use a CRM, and

you cannot afford the expensive kids on the block (like Sales Force), then I'd buckle down, spend the money for Infusionsoft or Ontraport, and go through every hour of training you can get your hands on to make using the software less confusing and optimize it to your particular needs. With Ontraport, be sure to get as many IP addresses as possible if you have a large mailing list.. I would go so far as to hire a consultant to personalize the software for your company and teach you how best to run reports and process the data.

That said: *never use Infusionsoft for email* unless you are in a very low-risk marketplace.

This is where I need to get a bit technical, and frankly, the topic is beyond the scope of this book. I just want you to grasp the fundamentals behind why I recommend using another ESP dedicated to nothing but emails, delivery of those emails, and auto responders.

Infusionsoft has a nasty history among my peers of hijacking email lists and holding them for ransom. If someone at Infusionsoft, usually a flunky with a modicum of training, believes your email is spam, he or she can shut down your ability to send email with little or no warning at all.

Despite the company stating the opposite, I've seen this several times first-hand. One of my friends nearly lost his business over it, and was forced to bring in attorneys to get his list back in his hands. I just received an email from a dear friend in the fitness world—a *New York Times* bestselling author at that—who ran into the Email Nazis over at Infusionsoft just days earlier.

That alone is enough of a reason for me to avoid using anyone but a dedicated ESP to send emails. However, there is another reason, and this is universal: their email deliverability sucks.

CRMs of any kind simply cannot focus

on the task of getting your emails into the inbox of your fans the way an ESP can. They are trying to wear every hat in the closet, so something has to give. Usually that something is email deliverability.

Deliverability is the all-too-important task of ensuring your emails are received to the *inbox* of your fan. Often times, ESPs will give a deliverability percentage as a way of peacocking, boasting of a “99% deliverability rate”, for example.

Most of the time, this is simply the number of emails delivered to any box or folder on the recipient’s side—inbox, spam folder, junk mail, whatever. The number is meaningless unless it is specific to the inbox. Even then, it’s impossible to have a precise inbox deliverability number, as every individual has different spam settings, junk mail settings, and often they’re unaware that these settings are set to filter *most* emails out of their inboxes.

Even with these facts on the table, ESPs are the preferred means of deliverability. The good news is that you can use what’s called *API*, or an *Application Protocol Interface*, to communicate from your ESP to your CRM, and vice versa. That means you can use a CRM and choose not to use them to send your email. With some programming, you can set the two up to talk to each other.

This is part of what I did to solve my own email issues. After starting with Aweber, I moved to dozens of different solutions, ranging from the extremely complex to the extremely expensive. Aweber allows you to send as many emails in a month as you please for a rate based only on your list size.

My list size, at the time I moved, was

over 250,000—not huge, but certainly larger than most. My companies now manage lists in the multi-millions, and knowing that, we opted to go with a more powerful solution that would integrate well with our own customized software. We also needed more flexibility with our list collection and management.

I quickly found that I missed Aweber.
The deliverability on every platform I tried, with the exception of the one we finally settled upon, was never quite as good, although we gained the added functionality we needed from a programming perspective.

What about Ontraport? Ontraport has improved on their deliverability since their early days, so it's a safer bet than Infusionsoft. Even above deliverability, Ontraport has never held emails for ransom that I'm aware of. They are more conducive to the Internet marketing crowd in that respect.

Still, there is another model for email deliverability—one we now use. This model is what I call "pay to play". You are charged for the number of emails you send in a month.

At first glance, one might think it foolish to bypass a service like Aweber, which allowed me to send millions of emails in a month for the same exact price as I would have been charged for sending a single blast. However, there's more to the picture.

Aweber is ideal for the small, mid-sized, and even relatively large emailer. If you have a list in the 500,000 or lower range, and you do not require any fancy API stuff, and you're cool with Aweber's restrictions on list importing, then great—run with them.

If, however, you are like me: running a comparable or larger- size list, and you need customization, more attention given to deliverability, and much more flexibility in regards to how you import and collect list data, then you have to do what virtually all the big boys do: pay to play.

There are a million iterations of this process that I won't bore you with. A buddy of mine runs a list of over thirty million, and he uses a combination of pay to play services (Dyn, SendGrid, and others) along with literally hundreds of privately-owned IP addresses to ensure deliverability. He has several full-time staff members working with him to ensure whitelisting with popular ISPs like Yahoo, Hotmail, Gmail, and the like. That's all very complex, and frankly, the folks dealing with these problems probably aren't in need of my technical opinion.

The solution I chose was a combination of pay to play, with reasonable rates, insanely good deliverability and solid customer service.

My email bill with Aweber was under a thousand dollars a month. Bear in mind, this was sending millions of emails a month. Now, my bill is about \$2,300.00 per month—however, I can add lists as I please, manage lists much easier, and we can use the advanced API of my chosen ESP to talk to all the software we have that's custom-coded. So, I'm paying more, but I'm sending to lists I couldn't normally send to, and I have full control over the data. Oh, and the deliverability is even better than Aweber's, which is a first.

In summary: use Aweber (<http://www.aweber.com/>) if you're just getting started. A comparable alternative is GetResponse. (<http://www.getresponse.com/>) but their customer service leaves a lot to be desired.

Timing Is Almost Everything

One of the more common questions I get is, "When is the best time of day to send out an email blast?" This is a good question, and it's been well-researched over the years.

In general, the optimum times are between 8:00PM and 2:00AM in whatever time zone you happen to be in, if you're sending during the week. Monday evenings are usually the best day of the week for sending out a sales-related email. Just about any time of day Saturday and Sunday seems to be effective.

There's a much better answer to that question that I'll cover in a moment...however, that answer heavily depends on your ESP.

For now, let's run with those times, and ask **why**—why are the nighttime hours better, as well as the weekdays?

One obvious answer is that it tends to be during a time when most people are not being bombarded by work-related email.

On the surface, this sounds reasonable. Yet, you may find that as your fan power rises, your fans want your emails during their work day as a brilliant distraction. You can use this to your advantage without veering too far off the proven path, simply by choosing to send out a dedicated "work break" email

and see how it works.

I believe another reason these times are more effective has to do with how ESPs and ISPs interact. It may be that spam thresholds are higher during heavy send volume, so more of your emails will get through Skynet your fan's ISP if you send during the later hours. Also, if you consider the psychology of your fans, they probably are looking for personal emails after-hours, as well as any email other than work-related stuff, given that this is their time off.

As for Monday night being the best time for sales? I think that relates to Mondays in general. This reminds me of the comment the bit part gal said in *Office Space*, who opines, "Looks like someone has a case of the Mondays!" (Jon just shuddered.)

Mondays, for most people, really suck. You're looking for anything in the way of distraction, and, wow, what's that? An email from my buddy Jon? "*I'll read it now!*"

Distraction is a marketer's best buddy, at least when it serves to have your fan pay attention to you.

There exists, however, the ultimate answer to this question, and it's found within your ESPs technology capabilities. Many high-end ESPs offer this as a feature, while most lower-cost ESPs (like Aweber) do not.

Imagine if you could press the send button on an email targeted to all of your fans, and that email would show up in their inbox at precisely the time they most commonly check and read your emails.

Imagine no more. This technology has been around for a few years, and it's literally a game-changer for a lot of email marketers. Simply by tracking and storing open patterns of each of your fans, a sophisticated ESP can "drip-send" emails that arrive at the time of day your active fans have proven to be *their best time* to open and read emails.

That's the answer—cater to the times your fans prefer. Let me save you the time: doing a survey and asking will rarely give you accurate results. Your fans will tell you the *ideal* time for them, but not the actual time they open your emails. The actual time is far more important, as it's based on fact rather than idealization.

21 Simple Email Tricks That Will Make You a Samurai

At long last, you say.

I hope you paid attention to the many tips, tricks and tacts buried within the cracks and crevasses in the chapters preceding this one. Just a few of those alone can make you a small fortune, and will certainly save you from the ravages of a tsunami-soaked Internet terrain after the Info Apocalypse has its way.

Oh, did you miss that part?

If so, stop right now, and read this book from the beginning. Seriously. These tips are absolute Samurai, but the context of The Trifecta, and your commitment to it, is even more important.

I'll wait..

Good job. You get a cookie.

On the top of the list of FAQs about open rates you'll find this baby:

"What is a good open rate?"

You will also find marketers who are eager as a Sophomore on prom night to give you the answer.

There isn't one.

Open rates totally vary. On a list of 500, a poor open rate might be 40%. On a list of 250,000, that would be an off-the-charts open rate. If you've send 99% content to your fans, your open rates will be higher than if you send a mixture of promotions and valuable content. (Your bank account will be larger opting for the latter strategy.) If you send nothing but fucktardary to fools, then be happy with your 4%, stop reading this book, and see if the post office is hiring.

There are many statistics marketers look at to determine the success of an email: opens, clicks, CPC (cost per click), CPM (cost per thousand clicks), CPA (cost per acquisition), feedback from fans, and, of course, sales.

If you ask me (you have), sales is the only metric you should concern yourself with if you're dealing with a promotion. You may have a sky-high open rate, but only 18 clicks. What good will that do you? Or, just the opposite—only a handful of opens, but nearly everyone clicked through to the offer. I've seen these offers make far more money than those with above-average opens but mediocre clicks. The latter are what I call *curiosity clicks*.

Curiosity clicks usually paint a portrait of a fan who was just curious enough to kick a tire or two; not truly engaged by any means, and if truth be told, not all that curious. *Boredom clicks* may be a more accurate term.

I know affiliate marketers who will not

mail offers that do not earn them a specific dollar per click. If all things are equal—say, the affiliate has a similar product that gets the same clicks and opens but twice the sales—this makes sense. However, it may also be a case of a niche product that fewer on the affiliate’s fan-based list need, but the ones who do need it badly.

I have a formulation I developed with a doctor to relieve the excruciating symptoms of gout. Don’t laugh—gout is perhaps the worst branding effort ever.. followed closely by the *Twilight* trailers. Gout should be renamed, “A Dozen Nails Through Your Toe Joint, You Say?”

I know... I suffered from it. To give you an idea of the level of pain we’re talking about, at least in respect to my genetically-cursed condition, professional athletes who played through dislocated joints have been sidelined by gout. My doctor, a female oncologist who had recently retired to treat various joint diseases, showed me uncanny mercy. I asked, “How do you have such an understanding of this? After all, you’ve seen the worst forms of cancer.”

She replied, “I have, and it’s terrible. Gout is equally painful in many ways, ranking up there with natural childbirth.

“I should know—I’ve given birth naturally three times, and I’ve had gout for 15 years.”

So ladies, when you say that thing about stretching a certain body part over your head? Yeah...*I do get it.*

I figured out a remedy for the pain about twelve years ago. I knew there was not a monster market for gout on my list, but I also knew the ones who had something that worked (and my solution does) would make their lives infinitely better.

My formulation costs me over \$14 to create, not sell. It's expensive because it works, and 99.9% of supplements on the market today "sprinkle" enough nutrients to get a nod on their ingredient list.

So, when I mail out for my supplement, I don't expect very many clicks. The EPC is very high, as those who have gout demand a solution to the pain. I've had several affiliates refuse to mail for it, despite the high EPC, because it's such a niche market.

I won't name names, but those guys aren't on my holiday card list.

So much for gout—let's talk about a metric I use that works well. Follow this when you send out an email and you'll win most of the time:

First, what was the total cost of your send? Probably not much, but if you have a large pay-to-play list, you should factor that in.

Second, what was your total sales or commissions? Are you happy with this for a day's pay, or was it a total bomb?

Third, how did your fans react? Did

you direct them to a blog where they could leave comments about the offer, or give you feedback on what else might be helpful?

Fourth, if this is an affiliate offer, does the affiliate offer you life—time commissions on products you believe in? I write and email for a supplement company called BioTrust. I know the owners well, and I know how far they go to ensure a very high-quality line of products. I'm happy to mail for them because they deliver outstanding results, my fans like their products, and they ensure lifetime commissions. If Bob The Fan loves their protein powder, and a few months later buys their glucose support supplement, I get paid a small commission. Everyone wins.

Fifth, and finally, does it work? If it works, and if the money makes even the slightest sense, mail for it. There will always be blockbuster email beasts; offers that get jacked open rates and soaring EPCs. Those are relatively few and far between. Enjoy it when it happens.

However, even then, I suggest you follow my third and fifth principles:

Did the fans like it, and does it work?

Please, for your own sake, stick to products your fans appreciate and find measurably effective. Do that, and earn yourself a good paycheck from a send or two, and you're in the sweet spot. Add the other factors in, and you have a true winner.

Let's dive into tricks I've developed specifically for getting your fan to open your email. After the tech side is working, everything that matters starts with

getting that open.

SIMPLE EMAIL TRICKS



CHAPTER
4

Just remember this: **half** of your battle

with opens is the subject line. We'll cover the basics of clever subject line creation in a later trick. You can learn more at [www. Sellerator.com](http://www.Sellerator.com)

Seriously: my next-level Samurai

video training takes you much further than a book ever could, so if you truly want to master the art of writing email subject lines, and a plethora of other stuff, all designed to make you Leo DiCaprio-rich (and handsome.... or gorgeous if you're a market diva... or gives you extra tentacles if you're an octopus...or none of the stuff inside these parenthesis, so you'll have to settle for rich.) You can learn more at www. Sellerator.com

EVERY SINGLE THING COVERED FROM PAGE 1-90

That may sound like a copout, but consider it a prelude to my P.S. trick. You really need to read this entire book from start to finish if you want to really make more money with email. Tricks are awesome—I love down and dirty ideas just as much as the next bloke. However, without the foundations of The Trifecta, all the tricks in the world won't save your ass. So, read. It's good for you.

< 2 >

THE NUMBER TRICK

Our eyes are drawn to numbers,
especially where you are not used to seeing them.
Subject lines that use numbers still get the highest open rates,
according to Marketing Sherpa, so the Trick, however old, is still
working fine.

Odd numbers work better than even;
and numbers that are odd, as in *strange*, work equally
well. If I had a subject line that read:

**1,899,762 marketers failed this
simple test (you?)**

I would have every bit the power
(perhaps more) of using a numerically odd number.

Numbers lend immediate credentials.
People seem to trust a specific number over a generic,
more open-ended claim. For example:

**7 reasons why Justin Bieber is the
devil**

Is much stronger than:

**Reasons why Justin Bieber is the
devil**

And, even stronger than:

Why Justin Bieber is the devil

The question is, why?

Beyond the eye-catching aspect of numbers, I believe the real answer lies within the impatient part of the Monkey Brain.

“7 reasons” **sounds** digestible. It gives the fan’s mind a **specific** starting and ending place. It also seems well thought out, so the fan’s fears of a long, rambling email are somewhat relieved. It appeals to what the fan has been bombarded with since childhood as well—soundbite headlines found on every magazine on the waste-of-paper rack.

This should also serve as a warning:

While I can get by with “25 Simple Tricks” within a book, or even within an email subject line, most people cannot. 25 **sounds kinda long**, and if your fan is in a hurry, this can serve as a detriment to getting that luscious little open.

“25” works in this case because it’s a **reasonable number**, but it’s also a promise to the fan that, while not saying it directly, helps them earn more money. Money bends a lot of the rules.

That said, there is an even **more** Samurai headline I could have used in my example in the previous section:

3 simple ways to CASH-IN on email

That would almost ensure an open. I would actually split-test these two subject lines head-to-head to make sure, but odds are I'd go with this version over my sample above.

The sample was still better than most of the speckled poo decorating your inbox, so fear not.

Here's how I would make the "3" work with the "25" inside the body copy...

3 of my favorite email tips include (list of 3 tips here.) However, Jon actually has 25 specific tips, as well as dozens of tactics you can apply immediately.

Just a simple paragraph makes 3 work just fine.

You can use numbers in various ways in subject lines:

17 seconds to more energy

The #1 WORST food on the planet

Why 23,899 men BOMBED when they tried "this" on a girl:

I have to say, these 5 tricks BOOSTED

my conversions

Now revealed: 9 new and PROVEN ways to earn bucks online

You should also include numbers in many of your bullets. Bullets are benefit-heavy, short, and punchy sentences (often not complete sentences) designed to give your fan a number of reasons to check out your product.

Here's an example of bullets, as well as the use of numbers within the bullets:

When you pick up Hot Sex With Dwarfs, you'll discover:

- **17 effective ways to introduce your mom and dad to your new dwarf lover...WITHOUT having them think you've gone off the deep end**
- **3 "make him taller" tricks - you'll swear he's Leo DiCa-prio-tall!**
- **The #1 phase you MUST AVOID if you want your dwarf lover to refrain from eating your ears while you sleep (very important if you enjoy listening)**

- **AND MORE...**

(Note: I would avoid creating a book called *Hot Sex With Dwarfs...*)

< 3 >

THE ODD CHARACTER TRICK

This is yet another subject line magic trick. My only word of caution is that you never use it more than a few times a month. These will stand out like crazy in your fan's inbox, but if you send them every day, they'll just become as annoying as those ridiculous dancing cats on YouTube... or any song or thought presented to us courtesy of Lady GagaGag.

You can use common keyboard characters (anything other than a number or a letter), or you search Google for keyboard characters. There are a lot of pages dedicated to the subject. Most are lame, but some are really pretty clever.

Have a look:

> > > **THIS is really ODD (and it works)**

You'll go *&#@\$: see this
DANGEROUS yet common "exercise"

The answer to better conversions is

 (really!)

**This odd food + this common
liquid = inches off**

[personal] I'd like to share this

with you

The biggest email fu©kup ever
(only send this to an edgy list)

= = > Zero in on THIS for a rapid
income-boost < = =

“...THEN he said THIS, and I nearly died!”

Drop more F@T in 7 days doing this
» >

Got a ? for you about your last date:

The Caloric Staggering™ — how
does it work so well?

This should give you a lot of ideas, all
using basic keyboard characters. I want to point out a few Samurai tactics that may slip by a casual glance:

1. I'm capitalizing specific words; the core problem, an adjective or adverb, or a scary word.
2. Notice that I end some of my subject lines with a colon. This is a character trick you can use once a week, as it goes relatively unnoticed—except by Chim-Chim. The Monkey Brain loves things that leave you hanging. Colons and ellipses are fantastic ways to prod the subconscious mind to keep

- reading.
3. I started using _____ in subject lines and body copy years ago. It's been ripped off, naturally, but it's still an awesome teaser that virtually guarantees an open from any fan the least bit interested in the rest of the subject line.
 4. Use [personal] only when it is; and yes, it really cranks up the open rate.
 5. I used an example of a know spam word, "FAT", and replaced the A with the @ symbol. Clever boy.
 6. I preach the gospel of always trademarking a common term with different lingo and calling it your own. You don't have to literally trademark it, but I do. For example, I took a relatively unknown (to the public) principle of consuming calories on certain days and times and created "Caloric Staggering™" for my book, *The Every Other Day Diet*. Using it in the subject line is borderline sinister, and 100% Samurai-Approved.

Now, let's have a look at a few of those odd characters that can create some banging open rates. Again, use them in moderation:

Why the old "Food Δ" is DEATH on a plate

(MORE HERE)

Fun for the entire family. And by 'fun', I mean you'll be able to take the family on fun-filled vacations when you get good at this.

THE TWO WORDS THAT ALWAYS WORK TRICK

There are two words that will never fail you:

One of them was in the sentence above: **you**.

As you've no-doubt noticed by now, I am in love with *you*. Not you specifically (although you wish, I know you do)...just the word "you".

I love it because Chim-Chim *absolutely adores* it.

It's next to impossible to overuse the word *you*—be it your subject line, body copy, or in smoke signals, you can lean on this word for almost instant rapport power.

However, there's another word that holds equal power. The odd thing is that it's far more powerful when used by itself, in the one place you're just not used to seeing it: in the subject line.

That word is your fan's first name.

I'll cover the use of 'just' the first name (and how to do it) in a later tip. For now, let's just use it in one or two emails per

week within the subject line, and as many times as you can muster within your body copy. You can also use variations, like “your”.

Changing this subject line:

This diet is failing everyone

To:

This diet is failing YOU

... increased open rates by over 70%.

One word, and presto: 70% more buyers. Nifty.

Go through your email copy; all of it.

See where you're using words like “people” or “men and women” and replace these words with “you” and “men and women like you”, respectively. That's a start.

Then, scan your email for any word that may make it seem as if you're writing to a group of people. Nine times out of ten, this word can be personalized (you, your, etc.) There are times when this isn't appropriate. For example, if I'm quoting a study that says, “Out of the 150 men who participated in this study...” I would never rarely change that to, “Out of the 150 men like you who participated in this study...”

Yeah, I'd do it rarely. That's the way I roll. I don't suggest it unless you're sly like the family jewels.

As far as using names in your subject lines, I suggest, again, that you keep it moderate in frequency. Take a gander at the examples below:

Jon- your cholesterol is NOT what's killing you:

Financial chart for Jon Benson [private]

3 reasons why Jon (you) need a probiotic

Jon- I noticed this and thought of you...

You can come up with a million more using this concept. Again, there's some under-the-stealth-bomber Samuraizing in these subject lines, so let's cover what's up:

- 1.** Use the first name with a right after it. This ensures that an email with a blank first name reads somewhat normally (and the odd at the beginning serves as a character trick. Yes, we're combining tricks! How wicked- cool is this!?! (Don't write like that.)
- 2.** The second example uses first and last name. Do not use this unless you know for sure that you have both the first and last name of the fan. Also, you want to refrain from using this unless the subject line is befitting of a first and last name. Yes, it will leap out of the inbox, but if it's "Jon Benson: here's 7

simple tricks for...” you’ll just piss off your fan. However, if your fan filled out a survey, or requested a report, this is an ideal tactic.

3. I love the third example. It combines (wow) **both of the magical words** right next to each other. Few in their right mind would pass on opening this puppy.

4. The last example is a great way to use rapport and personality in a simple subject line. How many emails from strangers do you get that read like this? If it’s the first email you send, you’ll die a million fiery deaths. Wait until you’ve earned your fan’s trust, then drop this mega-bomb on their pretty little head. BOOM! *Open*.

THE 3-MAGAZINE TRICK

Magazines, for the most part, are cousins of HTML templates. They are Satan's toilet paper. Except for one thing, my young Samurai-in-training—the headlines.

I've seen a hundred of my headlines and subject lines swiped by major magazines. That's fine, as we just swipe right back.

Magazines are really on the cutting edge of what their fan base is really interested in, assuming the rag is rocking the subs. This essentially means someone else has already done the research *and* creative for you.

Just don't get lazy. Please. If all your subject lines read like a magazine, you'll bellow to your fans, "I have absolutely no creative juice flowing through my veins... but read this anyway? Please?" This is not the message you desire to send.

However, when you're writing about a trending topic, in need of a creative reboot, or just want to do some recon and see what's working, here's what I suggest:

Go out and find the three hottest magazines related specifically to your topic of interest (*i.e. your fan's passion*). Then, suck it up and buy all three.

Dig around for headlines and

soundbites. The headlines are almost always on the cover—at least the goods ones. Take them as-is if you like. Your fans have probably **seen** this headline (or will see it shortly), as a good number of your fans read these magazines. This will give you instant street cred, as well as create an anchor between your little emails and that big-ass multi-kazillion-dollar magazine.

Your fans will think that you and said hot mag are in cahoots with one another, at least in their monkey brains. The anchor will be cast. Your brand and your message will be subconsciously connected to the magazines in question, even if ever so slightly.

For the creative among you, I suggest adding a personal touch: take the head-line as-is, but add something in parenthesis. This serves the Odd Character Trick, and makes you so much more groovy as you're now walking down the Trifecta Path.

Want some examples? Sure you do:

As seen on Men's Fitness:

The 5 Hottest Workout Trends

With creative revisions:

The 5 Hottest (And Weirdest) Workout Trends

As seen on Cosmopolitan:

What To Wear To Grab His Attention

With creative revisions:

**What To Wear To Grab His Attention
(And His Affection!)**

As seen on Entrepreneur Magazine:

Your New Business Survival Kit

With creative revisions:

**(Inside) Your New Business Survival
Kit**

That's really all it takes to swipe a
headline and turn it into an even more appealing
subject line. Just remember: swipe sparingly, and be prepared to have
your subject lines bogarted as well.

PICK-UP DAVE AND HIS CLEVER BAG OF POWER WORDS

Before we move on, I'd like to tell you the story of Dave.

Dave was a ladies man; a natural at picking up the hottest woman in any room, and I do mean *any* room. Bars, churches, grocery stores... it's even rumored he pick up a girl at her own wedding planning party.

Dave wasn't exceptionally good-looking, although he did wreak of the kind of danger that's just palatable enough for your suburban 20 or 30-something, mixed with a splash of Grey Goose and a hint of commitment-phobia.

What Dave was is what mattered.

Dave was a master of using sly *power* words in everyday conversation. Just as we've seen, certain words (like "you") are almost impossible to overuse in print. The same holds true in 3D, and these words extend beyond the personal and into the realm of scratching that itch Chim-Chim just can't seem to reach.

Since this isn't a pick-up artist manifesto, I'll open the ultimate loop for single, somewhat desperate guys reading this book and pass on sharing some of Dave's favorite concoctions of power words; words he blended into *power phrases*.

I define power phrases as the ideal blend of words that subconsciously evoke both a command and a desire.

Let's have a look at the three samples used in this section for subject line swipes. With this new information, let's see if you can spot the power words and phrases. Since the versions I created added power words, we'll have a look at those:

The 5 Hottest (And Weirdest) Workout Trends

“Hottest” is a power word that evokes urgency and desire, all at the same time. “Hot”, as you know, is how we might describe someone we desire sexually.

Shocker...sex compels. (They say, “Sex sells,” but actually it compels, as you already hold sex and intimacy as a core value, or at the very least, a human need.) Tossing in “weirdest” adds *intrigue*, one of the sexiest ways to open a loop mankind has ever created. “What? *Weird*? Why is it weird? I have to see this! And come to think of it, is this weird thing what I've been missing all these years? The thing holding me back from my workout goals?”

A similar conversation took place in a millisecond within your monkey brain, before your hand even moved the mouse to click on that little doozy.

However, we seem to be missing something. There appears to be no command involved. Ah, but there is—and it's conveniently located under the surface, like a hungry crocodile about to take you for a lick and a roll.

The command is *workout*.

You must now be told a few things about your subconscious mind in order for this to make sense. First, your below-the-radar brain doesn't do well when it comes to distinguishing homonyms from one another. It also doesn't fair too well with negative words before commands, such as "don't forget", or "don't be late." The mind tends to hear, "forget" and "be late" (a helpful hint to frustrated parents everywhere.)

In our case, the word *workout* is a noun, not a verb. However, it sounds like *work out*, which when spelled properly is always a verb. And, young Samurai, **verbs are commands.**

While other linguistic tools can be used as commands, most lack the ease and power of verbs. In this case, we used another mental shortcoming most of us tend to possess in order to levy the command: internally, most people read in their own voice. When you hear your self say, "workout", especially when you're speed-reading through a billion emails from spam factories and are not exactly giving matters your full, undivided attention, your brain can hear this as a command to go and work out.

To further capitalize on the gold within this section, you may want to consider using the exact command you want your fan to follow. You do not want them "not" to forget; you want them to *remember*. Your warning isn't for them "not" to be late, but rather be *right on time*.

The power of commands should never be underestimated.

There's more: numbers are an odd sort of back-handed command. A number followed by an open-ended sentence (one that teases the fan) all but commands the fan to

find out what gives. Granted, this is more intrigue than command, but given the open rates subject lines with numbers have, I believe them to be the next evolution in command-style power words.

The *desire* aspect of this subject line is the word trends. Love them or hate them, trends get the eyeballs. Most of your fans have an innate desire to be liked by others. Even such wastes of skin as white supremacists want to be liked by other white supremacists. Being liked by others varies from person to person, but the need exists within each of us. The evolutionary advantage of being liked far outweighs the extremely recent social evolution of being iconoclastic.

What To Wear To Grab His Attention (And His Affection!)

This one drips of both desire and command—affection, attention, and wanting to look beautiful all leap out at the female fan like a swarm of Mary Kay sales reps the day before Black Sunday. Say hello to desire at its most raw and unrefined.

The command is an interesting one—*grab*. Look at the psychology behind that word. Most women do not want to be grabbed, unless it's lovingly by someone they desire. (Sometimes, perhaps, a tad shy of lovingly, but we'll leave San Francisco show-n-tell alone for now.) Grab is obviously a verb in this sentence, and all verbs trigger Chim-Chim to act, usually well-before Mr. Prefrontal has a chance to catch his breath.

The other command is, like our first example, a sly little weasel: *attention*. Attention, much like work out, is a verb—a very demanding one at that. In this case, like the one before, the term is not used as a verb. No matter; your monkey brain is steering this banana boat, and you will give me (or whom↗ ever) your slightly coerced and undivided attention.

Oh, man, this one is good. *Inside* leaps out as a verb without even trying, despite being nothing more than an apparent prequel to the subject line. Yet, think back to how many times you heard your mom, dad, or elder sibling scream at you, “*Inside!*” Perhaps it was dinner time, or maybe there was a storm approaching. You may have forgotten to clean your room, you little brat. No matter; we’ve heard “inside” as a command hundreds of times over the course of our lives. What makes you believe this will read any differently in the Monkey Brain Gazette?

The sly dog here is *survival*. Yet another nifty brain fact for you: prepositions and modifications of root words are prefrontal; the root word is usually primal (read: Chimp Mc-Chimpster territory in the old noggin.) *Survive* is a hell of a command.

Hopefully this section has you thinking how to leverage power words and power phrases in all forms of communication. Sales pages, in-person dialogue, and even Twitter posts will take on new life and new power. If you want my course how to create entire sales pages using power words, power phrases, and a slew of other NLP and psychological tactics, You can learn more at www.Sellerator.com and become a true Samurai.

THE INTIMACY TRICK

People are starved for intimacy. There are many Chimeras and counterfeit Eves masquerading as intimacy—sex, love, marriage, friendship, therapy...the list is as vast as it is terrifying.

Each of the examples above can contain intimacy, yet none are by and of themselves *intimacy itself*. When it comes to copywriting, I define intimacy is the ability to communicate authenticity, *empathy, and advice, all while creating a safe container for your fan to completely relate.*

While that definition may sound a bit cumbersome, perhaps a tad poetic as well, it's not meant to be. It's just that intimacy is a real tricky beast to define.

You must be willing to open your own heart first, otherwise “complete relation” is impossible. You will be merely preaching, and alienating yourself even further away from the heart and soul of your fans’ greatest desire—**to be seen and understood.**

However, opening up too much can have the inverse effect, and take you down from the ever-so-slight pedestal you must stand upon in order to be heard above the noise and perceived as an authority on your subject. The fine line has never been more fine.

This is where empathy comes into play. Using words (and, as you'll see later, stories) that create empathy with your fan are of vital importance. The only

way to do this is within a spirit of authenticity. Your fan can smell a blowhard a mile away. They wreak of movie theatre floors mixed with moth balls from great grandma's forgotten attic.

Creating a safe container is the real trick. Master this, and the world is your lobster tail (I hate oysters.) This simply means that you craft a subject line (or email, sales page, blog post, whatever) that makes your fan feel both inspired and understood, without the slightest hint of The J Word: **judgment**.

You can poke, prod, and even threaten consequences for not taking action, but you can never judge. The moment you sound like you're judging, your fan will part ways with you. You will have become the unobtainable and the unsafe. What a wretched combination.

This should not mean you cannot write boldly, alienate the non-fans you 'want' to alienate, and so on. I'm referring to your A-listers; the fans that create fan clubs. Your posse. Your home slices.

Leave judgment for the pulpit monsters and the hypocrites. Rise above it by leveling with your self and your fans. Tell them you fucked up when you do. Tell them you cheat on your diet, took steroids for six months in college, or even got loose skin removed when you lost weight too quickly (all three of these examples are from my own history, and all three were revealed in books and emails.)

Hell, I even created a diet that *included cheating, simply* because I don't think it's human nature to live deprived of pleasure for prolonged periods of time. That book, *The Every Other Day Diet*, went on to be a bestseller, spawned numerous rip-offs (the worst being a doctor who stole the title word-for-word), and helped thousands lose weight by using what I call Feed Meals.

This is the same dietary principle I use now to stay lean and healthy without sacrificing any of my favorite foods. The only exceptions to this rule are two weeks out from a photoshoot where I have to get rid of body water to look my best.. .if you're curious.

Yep, I did 'raids in college... all wrong, might I add. I gained twenty-five pounds; twenty of it was pure blubber. I hated the feeling and opted to never let my hormone levels rise above the range of normal again.

And yes, I have a really awesome scar where about three pounds of skin used to be, although that was a medical decision as well as a cosmetic one. Loose skin, so I found, cannot be dealt with any other way, and mine was beginning to actually cause medical problems. I elected to remove it.

Now, have a look at what I've just done: I've shared a lot of personal information with you that doesn't even pertain to copywriting or emails. Imagine what those emails must read like!

The point is that my admission of struggles, temptations, failures, lessons learned, and plain old humanity at its finest bonded me to my fans; it only cast off the squeamish or morally unreflective. Good riddance.

So, what does all of that have to do with using intimacy in subject lines?

Nothing, really—I just wanted to show you how far you can go with this stuff if you have the cojones. Do you?

Here we go—this is how to elevate intimacy in subject lines:

[private] My struggles with body image

A revealing look at my #1 financial challenge

The 7 most terrible things I've ever done in marketing

I'm so sorry

**Something happened last night
[personal]**

Read ONLY if you have tissues handy

There's oodles of Samurai to wade through in these examples, so let's get cracking.

[private] My struggles with body image

Any email beginning with **[private]** all but ensures an open. However, you best make good on your promise and reveal something pretty juicy. Then, relate it back to

your fan: “You see, I believe I have an idea what you may be going through.” That’s the secret sauce. It doesn’t have to be those words, but it does need to be that *idea*—the idea that you are not only a pro, you’ve been where your fans are now (perhaps even worse off.)

A revealing look at my #1 financial challenge

“Revealing” is almost intimacy by default (almost—you still have to follow through.) “Challenge” is another hint at something intimate coming your way. Top it all off with the subject matter, that of finances, and you have the makings of a real rapport-builder, especially if you are currently successful, and your fans look to you for financial or sales advice.

The 7 most terrible things I've ever done in marketing

“Most terrible things I’ve ever done” really says it all. Who, if the fan base is composed of marketers, would pass on opening that email?

I'm so sorry

Oh, I see this one all the time, and that’s rarely a good thing. It became popular to send out mea culpa emails during a launch (a period of time when you are promoting your own product or an affiliate’s product heavily) as a way to send out the same email blast twice. The gag goes like this: “I’m so sorry, but I (excuse here; sent out the wrong link, accidentally forgot to send this to you, had server problems, and more Trifecta-less blather.) You want to use this very sparingly, and only when you have an apology to make. Examples of actual apologies would be, say, a mistyped link (for realsy) or some kind of typo that would make the message less viable. A clever way of doing this while *adding value* (as opposed to getting a cheap click) is to resend the same email with a header that says, “I know I sent this to you, but I thought I’d would include this free report on _____ as a gift. Thanks for understanding.” That’s gray area, but at least it gives the fan something of value.

Something happened last night [personal]

This risks the “boy who cried monkey”

scenario (have you ever seen a pissed-off chimp?), but the payoff can be massive. Again, the trick is you have to deliver—something *did* have to happen last night that was *personal*. If you and your spouse had a minor fight, let’s say, and he/she is cool with you sharing it, you could embarrassingly say you had a fight over____, as long as ____ has to do with your product. For example, if your wife got on your ass for working long hours, confess, hopefully do something nice for the Mrs. then let your fans know it was for a good cause—some new bonus or item for them to enjoy. You get the picture.

Read ONLY if you have tissues handy

This is one you can use when your email is a story; one that inspires through emotion, and one that has a happy ending. The subject line doesn’t say “happy”, and that’s why your fans will open it (remember, Chim-Chim loves train wrecks.) You can have a lot of fun with this one. If the story is really moving, it could even go viral. (More about storytelling later.)

THE RESEND TO UN-OPENS TRICK

Most pros know this trick. It's been around for almost as long as ESPs have been blasting out email campaigns.

The trick is very simple: on any given email send, you will have a very large percentage of people who simply do not open your well-crafted and timely message. They should be flogged for treason, and betraying the Brotherhood. (Either that, or they're on vacation, super busy, not interested in that particular facet of the subject matter... excuses, one and all.)

What you do is oh-so-fun: just send the same damn message out to everyone who didn't open your first message. All you have to do is come up with another subject line. Well, that's the bare minimum. We'll cover more Samurai tactics as well.

Most ESPs these days have a fairly simple way to segment your email sends. You can segment your fans by the ones who opened the email, the ones who clicked on a link within that email, and more. For this example, we're only interested in those who didn't open the email.

First, be sure you give it time. Some people may be away for a day, or perhaps saw your email and put it on the things they must read "tomorrow morning." Re-sending five hours after isn't the game we're playing here, although I made that honest mistake once and it paid off big-time. More on that in a moment.

Wait forty-eight hours or so, then create your segment of un^o opens from the last broadcast you sent. Your ESP will have tutorial text or videos explaining how to do this if you're unsure. After the segment is created, label it something you can easily remember, such as:

1st Send To Un-opens: 7 secret tips email

Then queue up that list and change the subject line.

Other than travel, getting lost in the black hole of a spam folder, or some other scheduling issue, the *only* reason your email was not opened was because the subject was not that interesting to your fan. Simply change it—reword it totally, just make sure it fits the email you're sending out. Don't go for gimmicks: saying, "Open me and win BIG!" may get you more opens, but it will also get you listed on the "What An Ass" list... the one your fans will create for you if you keep that up.

Do this right, and you can re-send to un-opens more than once. I've tried it up to five times, but it lost its power on the fifth go-around. However, with four re-sends, I didn't have to create new material that week for my fans (I was taking a vacation), and I managed to eek out *twice as many sales*.

Now I have your attention.

Resend to un-opens, and you can double your sales simply by creating more appealing subject lines to that same group of fans. Very, very nifty.

There are other options as well. One of my favorites is a take-off of a spammer-style email. As you know, if you send an email to a friend, and they reply back, the email client you're using will automatically put a "Re: " in front. We all know what this means: you've not only opened this email, you've also *replied to it*.

Some clever spammer got the idea of sending out the first email in a sequence and starting it with "Re: ", duping the poor reader into opening an email he/she thought was an ongoing thread. This gets a lot of clicks, and a lot of angry looks, all at the same time.

I came up with a less offensive way of doing it: I use "Fwd: "—which, at first glance, may seem just as nefarious as "Re: After all, this email was no more forwarded to my fan than the other was a reply thread.

I get around this ethical dilemma by making it fun for the fan to open. Here's an example:

SUBJECT LINE:

Fwd: 3 stealth ways marketers cash-in on Twitter

BODY TEXT:

Okay Jon, I admit it:

I didn't really "forward" this to you. It was forwarded to me, and I sent it to you as-is. I found this so interesting, I thought you'd get a kick out of it. — Jon

Begin forwarded message:

> **From:** “Tom Smith”

> **Subject:** 3 stealth ways marketers cash-in on Twitter

> **Date:** April 9, 2014 at 8:17:10 AM PDT

> **To:** “Jon Benson”

>

> Here are 3 awesome new ways to make bank with Twitter:

>

> (Copy here)

>

> Tom Smith

Here’s when this works:

1. You have an affiliate email you swipe copy.
2. You want to send that copy out pretty much as-is.
3. You create a simple intro.
4. You **keep the forwarding characters**. The > in front.
5. You use the **same copy** as the original email (the only thing that gets Samuraized is the opening paragraph and the Fwd: in the subject line).

This then becomes an even more compelling email to read, and it uses the Fwd trick in a way that is both fun and honest. Just limit this to an ‘every-so-often’ trick.

THE “DO YOU HAVE YOUR PHONE?” TRICK

Imagine this subject line coming into your inbox on your iPhone (or whatever smart phone you prefer):

Do you have your phone on you? If so, read this:

Over 60% of your fans will open your emails on their mobile devices, and the majority of those opens come from smart phones. So, you *immediately* have a 60% target audience hit with a subject line that actually has, “Are you on your phone?”, or, “Do you have your phone on you?” in the subject!

As for the rest? Well, what would you do? Most people carry their smart phones on them at all times, so many will literally read your email subject line *twice* before ever opening it. They will read it on their desktop device, and quite a few will go grab their smart phone, read it there, then open it.

How about the rest of the rest? You’d be surprised—about half will open it anyway, no matter what device they’re on, just out of curiosity or rebellion. Humans are odd creatures.

You just have to be sure your message makes sense to “open on your phone.” Fortunately, that’s pretty simple:

1. Give your fans a 10% discount for opening the link on their smart phone.

2. Send out a test for a new email format for smart phones (we do this frequently) and reward them for taking action, giving feedback, and leaving a comment.

3. Ask for something only a smart phone can do, such as, “Post a quick selfie on MySite.com. I’ll pick the Top 3 Most Inspiring, and reward you with___!”

4. Let them know that your new iBooks or Kindle version of your book is now released.

Get as creative as you like. Like many of these subject line tricks, you want to use this one sparingly as well.

Click Tricks

Now that you have your fan interested enough to reward your hard work with an open, the nitty gritty work begins.

Brainstorming clever subject lines
and tricks is one thing—getting your fan to click through is another.

A click through is pretty much what it sounds like: a click ‘through’ to somewhere else. A sales page, a VSL (video sales letter; my favorite), a blog post, a survey, direct to an order form, and so on.

Let’s lay some quick rules down when it comes to emails and clicks. Follow these rules until you come up with something better, make a few mil, write a bestselling book about it, and...

Oh, just follow these rules, will ya?

Never send an email *just* to get a click

Yeah, life in the first world sucks, but get over it. Your job isn’t to collect clicks like so much gold bullion from a ship worthy of Jonny Depp’s decadence. You are following The Trifecta.

Live it. Learn it. Know it.

Never send an email without *asking* for a click

It may seem a bit much, but I for one believe in what my friend Andy Jenkins calls *micro commitments*. “Training for the Click” is another term that fits.

Ask your fan to do something, however small, in any email you send out, with rare exceptions. You can ask for a click to an offer, a click to read the rest of your long-winded (but oh-so-informative) article on why nearsighted bees hold the secret to Lost City of Atlantis, click to get a Facebook comment on the article or product you just pitched... hell, ask them to click to send you an email back. *Just get a click.*

Make your click text relevant to the topic

We’ve covered this in the Open Section; using the same subject line for your link text. However, you can extend this further and simply make sure your link text is 100% congruent with the message itself. “Click Here Now!” sucks, but it is at the very least congruent, assuming you are wanting a click...here... and now. (!)

If, however, you opt for something less drab, like, “Your 50% Off Discount Is Found Here (Ends Tomorrow)”, then bravo, brave Samurai, bravo. Congruent, effective

and anti-lame.

Be sure to track your clicks

Most ESPs do this by default, but just **make sure the** email you're sending out has link-tracking turned on. You need to be able to see how many clicks you received in comparison to the number of opens. If you have 500 opens and 5 clicks, you have a serious tracking problem, or (more than likely) very low interest in the topic at hand. Using my "same subject line and click text" trick, this should rarely be an issue, but for the times you don't, you'll want to keep a watchful eye.

More advanced ESPs will allow you to **assign an ID to** each link and track the *most effective link* within the body copy. This can really help you understand your fans and discover the text sections that appeal to them most. We'll cover more of that in Trick 10... but first up I have perhaps the most obvious yet under-utilized Click trick in the entire world.

THE SUBJECT LINE/LINK TEXT TRICK (PLUS EMAIL TEMPLATE CASE STUDY)

Think about it:

Your fan has clicked on your email and opened it.

Why?

Much of the reason why has to do with *you*—the Samurai Emitter, or the CPA Click-Idiot (guess which one I hope you are.) The “who it’s from” is a very important part of open rates. It’s also one of the primary reasons I preach to you like Ted Haggard to a boy’s choir, except I’m not a demented hypocrite (at least most of the time.)

Hold firm to The Trifecta, and you will build a name or a company whose presence in your fan’s inbox will be a welcome delight, or a pleasant distraction.

Just remember this: **half** of your battle with opens is the subject line. We’ll cover the basics of clever subject line creation in a later Trick, and I delve into subject lines in-depth in my Open, Click, Buy, **Samurai**! You can learn more at www.Sellerator.com

Seriously: my next-level Samurai video training takes you much further than a book ever could, so if you truly want to master the art of writing email subject lines, and a plethora of other stuff, all designed to make you Leo DiCaprio-rich (and handsome.... or gorgeous if you’re a market

diva... or gives you extra tentacles if you're an octopus...or none of the stuff inside these parenthesis, so you'll have to settle for rich.) You can learn more at www.Sellerator.com

So here's the trick:

If your fan opened your email because of your subject line, that should tell you something:

Your fan is at least moderately interested in what your subject line promises.

Run with this. Rather than using some verbal cop-out, like, "Click Here Now!", let's get savvy:

Use the same exact text you used in your subject line for the majority of your hyperlinks.

Your fan has already proven his or her interest in your subject line. Also, repetition is invaluable in marketing. You literally cannot lose with this approach.

To go full-tilt Samurai, use the exact copy for the first hyperlink, and the second if your email is moderately long. Then use a Benefit-PLUS text link for your last body copy URL. In your P.S., you'll use, again, the subject line for your link text. A Benefit-PLUS is pretty much what it sounds like: a specific benefit PLUS another benefit. This way you capture multiple fans' desires.

An example is called for, I'm sure:

SUBJECT LINE:

25 simple ways to CASH-IN on email

BODY TEXT:

Jon,

Did you have a hard day?

I certainly did.

And the last thing I wanted to do when I returned home from the road was to create a clever, cash-grabbing email.

Ugh.

Torture me first.

Then I remembered that Jon Benson, The Email Samurai himself, has a new book called *Open, Click, Buy!* filled to the brim with quick and savvy email tricks...

It's right here:

25 simple ways to CASH-IN on email

A few things you should know first:

Jon has made millions using email, yet he stands out among most other emailers because he's formulated the process...

All while prompting you, almost without thinking, to create emails that follow his "Trifecta":

Emails that are passionate, full of personality, and persuasive as hell.

Without this book, I feel a bit sorry for you, as your competition almost certainly has a copy by now:

25 simple ways to CASH-IN on email

Just a word of **warning**:

Jon is predicting what he calls “The Info Apocalypse”, and this will be the death of many an email marketer. This has already started happening, and Jon has his finger on the pulse.

In less than a year, only the “Samurai” will survive.

His new book shows you exactly how and where to take shelter:

> > > Jon’s Trifecta Formula...PLUS 37 PROVEN subject lines < < <

Open, Click, Buy! says it all.

Enjoy,
Sam Jones

P.S. Have another look at his Trifecta Equation. It’s in the middle of this email. Very, very powerful...

25 simple ways to CASH-IN on email

There’s a ton of Samuraizing in that bad boy.

As you progress through this book, I will be showing you email after email, dissecting parts of them as we go so you can let this method of Samurai writing seep into your cerebellum.

1. The subject line starts with a number.

More on that later.

It also delivers a promise.

2. The story starts off with a pertinent question to the fan, and then ties that into a specific problem—writing an email when you’re beat tired.
3. The links use this first trick (rather obvious.)
4. The “Benefit-PLUS” link is relevant to the copy, while the PLUS is something new to the reader (and something most marketers will salivate over. It’s a wise idea to make your PLUS something candy-like; a quick fix or sexy tip.
5. There’s a hidden NLP trick in this copy. Can you find it? (Think “by now”)
6. The P.S. Trick. I’ll see if you can figure it out. And, if you can’t, no worries. It’s covered in detail later on.

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THE NLP 3-LINK TRICK (PLUS EMAIL TEMPLATE CASE STUDY)

I would use the template above, as well as the one in this section as both a link tracking and email authoring case study. You can write a little more, but not much. Keep it short and simple. Use longer emails, but make them more story-based. We'll touch on that later. Just using this tone and link style in these two templates from Tricks 9 and 10, and it will get you half the way there. And, this in particular allows you to track each link and see which link gave you the most sales... even the most clicks if you have a bit of programming skills.

As I covered above, most ESPs allow you to track links. You can assign simple tracking IDs, like "Link1", "Link 2", and so-on. That way you can go back into your ESP a few days later and figure out which link gave you the most clicks. Pretty nifty.

With a bit more work, you can pass those "Link X" variables to your merchant account and actually see which one generated the greatest number of sales. In Clickbank, for example, if I'm selling an affiliate product (this will not work for your own products; that's a more advanced tutorial), I will use what Clickbank calls the "TID Field". At the end of each link, I will put this variable:

`/?tid =`

A typical Clickbank affiliate link (a link you would use to sell someone else's Clickbank product) looks like this:

http://
jonbenson.xxxxx.hop.clickbank.net

The “xxxxx” is the publisher’s Clickbank ID. If I wanted to sell, for example, my friend Jon Rowley’s E-Factor Diet I would get his Clickbank ID by going to Clickbank and looking it up inside the marketplace then add it where the xxxxx is:

http://
ionbenson.efactord.hop.clickbank.net

Finally, to track every link in my email (let’s say they’re were 3), I would add the TID variable for link 1, link 2, and link 3. The result would look like this:

http://
jonbenson.efactord.hop.clickbank.net/?
tid=link1hottips-email

So, I have successfully tracked the link number (the first link; link 1) and the actual email (I called this email “hot tips email”, and that would be a code I could use to easily decipher the email that was sent by looking at the subject line.)

Now, within Clickbank’s reporting display, I would see the TID field register, for example, 100 clicks for “link1 -hottipsemail”, 150 clicks for “link2-hottipsemail”, and maybe 50 clicks for “link3-hottipsemail”. Knowing this will help me determine that the subject link (in this example) received the most traction, and I could plan future emails around this

fact.

However, this is not the real trick. The trick is structuring your emails using **NLP commands** as links, as well as using the existing subject line as a link. Then, place these links in strategic places—usually areas that flow with the conversational tone of the email.

Your first link would be the primary benefit of the product. The second link would be a stand-alone link (usually the subject line), and the third is an “act now” link near the end of the email. You can use more than three links; however, three is plenty, and serves to create the rockin’ template you see below:

SUBJECT LINE:

New audio technology allows
overnight weight LOSS

[article]

BODY TEXT:

Hi Jon,

I noticed that you are interested in losing weight naturally. That’s an interest of mine too. That’s why today’s message will really hit home for you (and feel free to share it with a friend.)

I have just released a fantastic new audio series called, “Listen To This And Lose Weight.” I think you will really enjoy this, so I set you up to receive a 25% discount on the page below:

New audio technology allows overnight weight LOSS

Check that out and let me know how you love it.

Jon

P.S. Remember, I cannot extend your 25% Discount beyond this Wednesday. That's when the sale ends for you. Go rush over now, and I'll bet you experience more weight loss this week...

The first link is actually an embedded NLP command; a nifty trick to kick off our short little link fest of an email. A command is exactly what it sounds like. If taken out of the context of the email and read alone, it would sound like an order or a command. However, even using such a Samurai line of copy, one that if read alone sounds like hypnosis, the tone of the email is so personal, your fan will gloss right over it. Not subconsciously, mind you.

The second link is merely the subject line. The fan has proven interest in this subject line, so why not repeat it?

The third is yet another NLP command, but this one focuses on an action to take.

We have:

“You are interested in weight loss.” (Note that I spell “loss” with a zero to help avoid spam filters.) This, taken alone, reveals the magic of NLP-style writing. It's hypnotic. You can practically envision the fan sitting in front of a Sigmund Freud-like fella, waving a watch, and putting the fan into a trance. This happens in a split second within the mind of the fan.

Here's a good time to bring this up: use NLP and hypnotic writing with caution, and only

when you have a product that will truly benefit your fan. I'm all for pulling out any and all stops (short of lying of course) to make a sale, as long as the sale is one that benefits both parties. Used merely as coercion for financial gain, this strategy is downright unethical.

Next we have the subject line. We will cover this extensively in the next trick, as it all but ensures a click, as it uses what's known as *anchoring*. Anchoring, in this case, is merely repetition. Repeat something enough, and it not only becomes true (for your sake, I hope that it is true to begin with), but it also becomes actionable.

Finally, we have: “***extend your 25% Discount***”. Notice this is a command as well. However, unlike the first command, this is a call to action—a reason to act now.

These are stealth as it gets—and only the Samurai among us leverage the power of the 3-Link NLP Trick.

THE CARROT TRICK

This one is so simple, you may be tempted to gloss over it.

A buddy of mine and fellow Samurai mentioned this on one of our regular chats. I've been using it ever since, and I've saved it until now for several reasons.

First, I find this trick only works if you have **one link** in your email. I think one link is just fine. You can use the same exact NLP 3-Link trick, however, and pull this off. Why? Because two of the three links do not stand alone. They look like links, sure, but they are not glaringly obvious as a link that's on a line by itself.

Here's all you do: add > > > in front of your link and < < < at the end of your link.

Using this trick, this link:

3 sneaky ways to double your conversions

Becomes this:

> > > 3 sneaky ways to double your conversions < < <

This 2-second trick can increase your click-through rates by up to 30%.

Something else you can experiment with is increasing the font size of the link. Bumping it just a tad can add a few more percentage points to your clicks.

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THE FAUX VIDEO TRICK

I didn't invent using a video graphic as a link. However, I did create the Samurai version of this trick. I'll show you both in this section. It's so clever that it makes me want to do the Dr. Evil-style laugh-until-everyone-stops-laughing bit.

The initial trick (which is still damn clever) is to insert a video image that looks as if you could click the video and have it play inside your email. Most of your fans will be blissfully unaware that, as of the time of this writing, this isn't possible. That doesn't matter. All that matters is how you construct your copy up to the video graphic.

Many marketers put the video graphic at the bottom near the P.S. That's a good strategy if you have to sell something (an idea, or perhaps an offer) prior to wanting the fan to launch off into cyberspace and delve into your sales page. I myself put the graphic at the top of the page if I know the sales page it's linking to is really killer. I'll show you examples below.

The idea is simple: most people do not see (what appears to be) a video they can play inside an email. Since people are trained to click a play button on a video, thanks largely to YouTube's mind controlling efforts, you can leverage this to get a click. Just make sure that your fan is sent to that actual video and not to something that is just text. This will just piss them off, and the trick will backfire.

Let's take the email template from Trick 9, edit it slightly, and simply insert a video graphic into the mix. We'll use the Standard Version of this trick first; one with the video at the bottom and one at the top. Then I'll Samuraize it for you using a wee bit of HTML to get **50% more clicks on average.**

You can't wait, can you? Yeah, I know your type...

BODY TEXT:

Jon,

Did you have a hard day?

I certainly did.

And the last thing I wanted to do when I returned home from the road was to create a clever, cash-grabbing email.

Ugh.

Torture me first.

Then I remembered that Jon Benson, The Email Samurai himself, has a new book called *Open, Click, Buy!* filled to the brim with quick and savvy email tricks...

It's right here:

25 simple ways to CASH-IN on email

A few things you should know first:

Jon has made millions using email, yet he stands out among most other emailers because he's formulated the process...

All while prompting you, almost without thinking, to create emails that follow his "Trifecta":

Emails that are passionate, full of personality, and **persuasive** as hell.

Without this book, I feel a bit sorry for you, as your competition almost certainly has a copy by now:

25 simple ways to CASH-IN on email

Just a word of **warning**:

Jon is predicting what he calls “The Info Apocalypse”, and this will be the death of many an email marketer. This has already started happening, and Jon has his finger on the pulse.

In less than a year, only the “Samurai” will survive.

His new book shows you exactly how and where to take shelter...

In fact, Jon’s created a video that tells you all about it.

Click the PLAY button below and watch it now:



Enjoy,

Sam Jones

P.S. Have another look at his Trifecta Equation. It’s in the middle of this email. Very, very powerful...

25 simple ways to CASH-IN on email

So, notice what I did. First, I set up the video as something that acts as a short cut—one that “tells you all about it.” Second, I gave a command to “click the PLAY button below”, and to “Watch it now.” This may imply (hint) that the fan could watch the video without leaving his or her email client. But that’s not what I said—I said they could watch the video by clicking on it. Nothing more.

This video would then hyperlink just like a text link, going directly to the same sales page as the other links. Again, just make sure there IS a video on that page so the fan is not disappointed. This trick works perfectly for VSLs; I use it all the time. You could also position the video immediately, like so:

BODY TEXT:

Jon,

Did you have a hard day?

I certainly did.

And the last thing I wanted to do when I returned home from the road was to create a clever, cash-grabbing email.

Ugh.

Torture me first.

Click the PLAY button below and see how I managed to create a thousand-dollar email even though I was beat tired:



I used a trick courtesy of Jon Benson, The Email Samurai himself. He has a new book called *Open, Click, Buy!* filled to the brim with quick and savvy email tricks...

It's right here:

25 simple ways to CASH-IN on email

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His new book shows you exactly how and where to take shelter.

Enjoy,

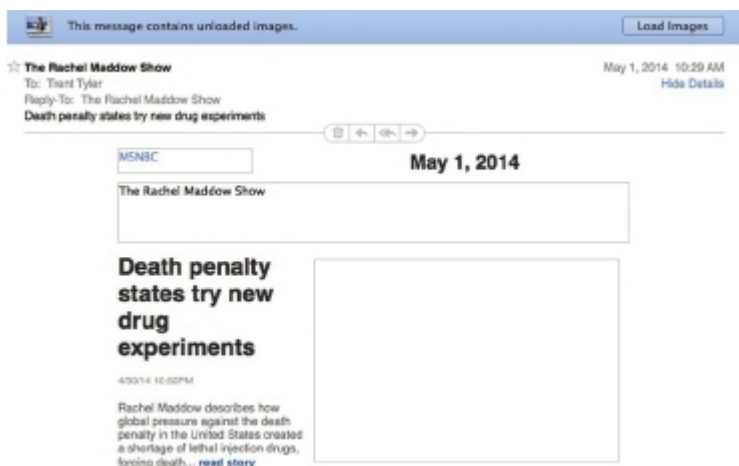
Sam Jones

P.S. Have another look at his Trifecta Equation. It’s in the middle of this email. Very, very powerful...

25 simple ways to CASH-IN on email

Now, that trick alone is going to bump your clicks. However, the Samurai version can bump them even more. The trick rests on the fact that most email clients do not show images unless you request them to be loaded.

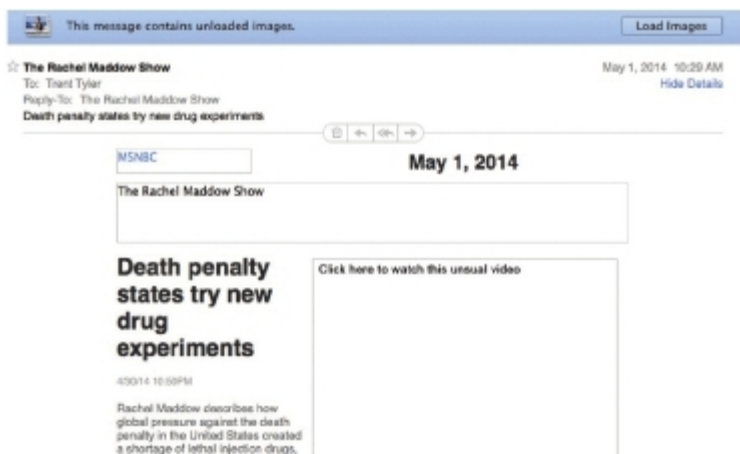
For example, in my Apple Mail client, when there are images present in the email, I see something that looks like this:’



Notice the blue bar that says: *This message contains unloaded images*. That's where the Samurai magic happens. Many of your fans will have to click a button (in my case, that button is "Load Images" in the far right corner of the top blue bar) in order to see the graphics at all.

Now, notice the "MSNBC" text in blue, surrounded by a box. Also, "The Rachel Maddow Show" in black, again, surrounded by a box. Those are called **alt tags** in HTML. An alt tag allows you to display text instead of what you see in the large black box to the right of the main story: **nothing at all**.

If your server or email client is unable to load an image, one of two things happen: either the image displays as broken (or an empty box), or the alt tag text is displayed.



So what if you could take advantage of the fact that most of your fans will see a blank box or an alt tag, and create an alt tag that is a **clever call to action**? Want to see what that would look like? Check out the graphic above. See the CTA? ***"Click here to watch this unusual video."***

Yeah baby! Now this empty box

screams out at the fan, and since you’ve made your image a link, that box is clickable without having to load an image at all.

Fortunately for you, most ESPs allow you to add a simple **alt** tag by editing the image.

Contact your ESP’s customer support to find out how to do this. It’s simple, and it will definitely improve your clicks.

However, just in case you’re hosting your images on your own server, and you’re authoring your HTML by hand, here’s some code that you can use to get this done:

```
<a href = "http://  
www.YOURSITE.com" ximg  
title = "Missing this image? Click here > > >" alt = "  
Missing this image? Click here > > >" src = "http://YOURSITE.com/  
YOURGRAPHIC" width = "xxx" height = "xxx" /> </a>
```

In this example, my CTA text reads, “Missing this image? Click here > > >”. Notice I even use part of the Carrot Trick in the display! I also double-up and use both the alt tag and the img title tag, just in case.

I also use “width” and “height” variables to make sure the image is sized the way I want it. I highly recommend you set your width and height in pixels instead of letting the ESP or email client make that decision for you.

THE GIF TRICK

This is similar to the video trick, however, instead of using a JPEG or PNG file, you use an animated GIF file.

You don't want to use this all the time, but once a month or so it can be very effective. You want to use a very small animated GIF; one that has at most three different images. Set them to rotate three or four times at the most.

You'll need to know how to build an animated GIF. If you Google "Building animated GIFs", you will find tutorials on how, or simply go to [fiverr.com](https://www.fiverr.com) and get one done for you for about \$5. And, if you don't know what an animated GIF looks like, Google is your best buddy.

THE 10-15 WORDS PER SENTENCE TRICK

Good copywriters know that their readers are not actual “readers”. They are good men and women in a hurry. They need to obtain the maximum information in minimal time. They are interested in your topic, not your writing prowess.

Now, go back and count the number of words I used in each of the sentences above. I’ll even do it for you: 10, 9, 10, and 10.

Listen, I enjoy waxing verbose from time to time... as you *may* have noticed. When writing a book, you can get by with longer sentences. Even then, I try to keep the words, for the most part, under fifteen per sentence.

Making your emails easy to read is perhaps your greatest challenge. So, I created my 10-15 Trick to help ensure you do. It’s very difficult to ramble on or veer too far off topic when you’ve got such a stringent standard.

The really awesome part of this trick, however, is the fact that it literally **forces you** to write a compelling email.

Just try this exercise: write a short story using no more than 15 words in a sentence. Watch how many times you’re forced to add a period, end a sentence early, or simply edit down your thoughts into something more concrete and user-friendly.

Do this in your emails, and your clicks and sales will increase. It's not only a well-tested tactic; it makes creating an email even easier. The old adage "think outside of the box" is actually a lazy man's method for creativity. Given no box at all, I could create all sorts of madness and mayhem. However, if constrained to create ***within a box***, and encouraged to use, leverage, and maximize every corner of that box, my true creativity comes to the surface.

I consider tricks like these *creative strategies*. Give it a shot, and see if you don't find yourself having to get more creative rather than less in order to get your message across. Your fans will thank you by paying you more money, which is my personal favorite method of receiving compliments. How about you?

THE EQUIDISTANT EMAIL TRICK

Humans have some interesting ways of being entranced. One of those ways is through the use of visual repetition. If one can see something-a pattern or a series of words in a familiar structure-one can do all sorts of cool, amazing things.

Take reading music, for example.

Rarely does a well-trained sight-reader read a note or even a phrase at a time. Rather, the musician reads in patterns. He or she has become so familiar through practice that patterns leap out.

The site-readers' fingers simply follow these patterns in a mild state of trance, producing music that, if read note-for-note-would be impossible to perform. The same goes for writing emails. Patterns work; especially **equidistance**.

Now, have a look at the first three paragraphs in this section (Tip 15). Notice anything?

Every paragraph has four lines... and every line ends at almost the same exact character length. The last words: "things", "out", and "equidistance" are almost in perfect alignment with each other. If you were to draw a vertical line, they would almost touch at the same point.

This is a pattern I created and experimented with over the past four years called *equidistant structuring*. It's not true equidistance, but I thought the name was groovy.

If you're creating an email that's

medium in length, this can help the reader lock into a trance, similar to how a site-reader locks into patterns. The eyes become more comfortable with the visual appearance of the email on the screen. It appears tidy. User-friendly. Inviting.

You can do this with any number of lines in a paragraph. I prefer three or four. Then break it up with a link, then continue your email with the same equidistant pattern, and another link.

An example might be:

If you're anything like me, you occasionally struggle to create interesting emails to send to your customers. I know that this can be frustrating, and it cuts into your profits.

One of the best resources I've found to help is Jon Benson's new book, *Open, Click, Buy!* I found so many wonderful ideas within it that I really felt compelled to share it now:

Open. Click. Buy: Tons of tips for emails that sell < = =
go see

One of the first tips I applied was Jon's *equidistant email trick*. I can't tell you what it is; all I can tell you is that I'm using it in this very email. Can "you" spot the technique?

However, even more important to me, as an email marketer, was Jon's warning about what he calls **The Information Apocalypse**. Read this ASAP and you'll be able to avoid it:

Open. Click. Buy: Tons of tips for emails that sell < = =
go see

Enjoy,

I just used four equidistant email-style paragraphs and separated them with two links. I had to edit a few words in order to get the lines to end at roughly the same place, but the extra time is well worth the results.

< 16 >

THE INFAMOUS JON BENSON P.S. TRICK

This is a trick you can, and should use in everything that contains a P.S.—sale pages, blogs, and especially emails.

I developed this trick about four years ago. I was reading about how heat mapping studies, a technology that allows you to actually track what your fan is doing on a given page and where they are reading, revealed that people read sales pages and emails in a rather *sideways fashion*.

Here's what I mean: rather than reading from top to bottom, most people will read from the very top, perhaps reading the first paragraph or so if you're lucky, and then skim all the way to the very bottom. These same studies revealed that virtually **everyone read the P.S.**

My little Samurai brain started spinning, and I came up with several P.S. strategies that are now used by dozens of the top email marketers in the world.

First, I have to point out the inherent flaw in the P.S., if you take this heat mapping data to heart. Most copywriters add a P.S. that looks something like this:

P.S. This sale ends on Saturday, so act fast! (Link)

That's just not effective at all, unless

your fan read every word of your email or sales page. Without doing that, just consider the open questions: *What sale? Why act? What happens when I act?*

These questions may have been **adequately covered in the** email or sales page, but if the fan glossed over them (and the majority do) the P.S. is all but worthless.

However, knowing in advance that **your fan will probably** skim, you can use P.S. strategies to actually **create a re-read of your entire email or sales page.**

Imagine your results if your fan read **your email not once**, but twice—and the second time through, all the important parts were read first! That's the power of the P.S. Trick.

I used an email sample already in this book that hinted at this, but for convenience I'll re-create an email that uses P.S. Trick#1: *The Summary Tactic*:

Jon,

What if I told you there was a way for you to triple your email clicks... and that by doing so, you would triple your revenue?

Would you be interested in tripling your revenue without lifting an additional finger to do so?

Here's how it works:

Not too long ago, I developed a fantastic new way to literally 'force' your fan to re-read your email; specifically the most vital parts of your email. This re-read increases click-through

by up to 155%, and in some cases by over 300%... and you can get this trick by picking up my new book here:

LINK

My new book has dozens of tricks and strategies, but this one is one of my very favorites, as it psychologically ‘forces’ your readers into re-reading something they believe they missed. And, in most cases, they did miss it because they just skimmed your email.

You can use this on sales pages, emails, blogs, and more.

LINK

Enjoy,

Jon

P.S. Remember: you can up to triple your email using this one trick because it ‘forces’ your reader into re-reading your messages... and when you apply all 25 tricks, your profits can go supernova...

Get it here:

LINK

Do you notice what I did in the P.S.? I gave a one-paragraph summary of the entire message.

The email could have been three pages long, and you can still summarize the key points in the P.S. So, when your reader skims down to the bottom, they have a one-

paragraph sales pitch, always followed by a link to the offer.

Now, as potent as that is, the second variation on this trick may be even more powerful. I call it *The Missing Out Tactic*. Using the same exact email as above, see if you can catch what I do in the P.S. that makes it absolutely Samurai:

Jon,

What if I told you there was a way for you to triple your email clicks... and that by doing so, you would triple your revenue?

Would you be interested in tripling your revenue without lifting an additional finger to do so?

Here's how it works:

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My new book has dozens of tricks and strategies, but this one is one of my very favorites, as it psychologically 'forces' your readers into re-reading something they believe they missed. And, in most cases, they did miss it because they just skimmed your email.

You can use this on sales pages, emails, blogs, and more.

LINK

Enjoy,

Jon

P.S. Did you catch that trick in the fourth paragraph?
It's absolutely VITAL.

If you skimmed the email and saw this P.S., what would you most likely do? Re-read the fourth paragraph!

What's really vital is to make sure the paragraph you point out in the P.S. contains something very important, and that it's followed by a link to the offer, or contains a link within the paragraph text itself.

What we see from heat-mapping is that the reader will go back to the fourth paragraph (most of the count 1, 2, 3, etc. until they find it, which gives their eye a shot at picking up even the first 3 paragraphs), re-reads it (or reads it for the first time), and then clicks on the link below it.

Even if the user read every word, this P.S. can jolt them into thinking, "Wait...did I miss something?" Missing out on something is always a strong lever when it comes to motivating someone into taking action.

Consider using both styles of my P.S. Trick, and feel free to experiment on ways to make it even better.

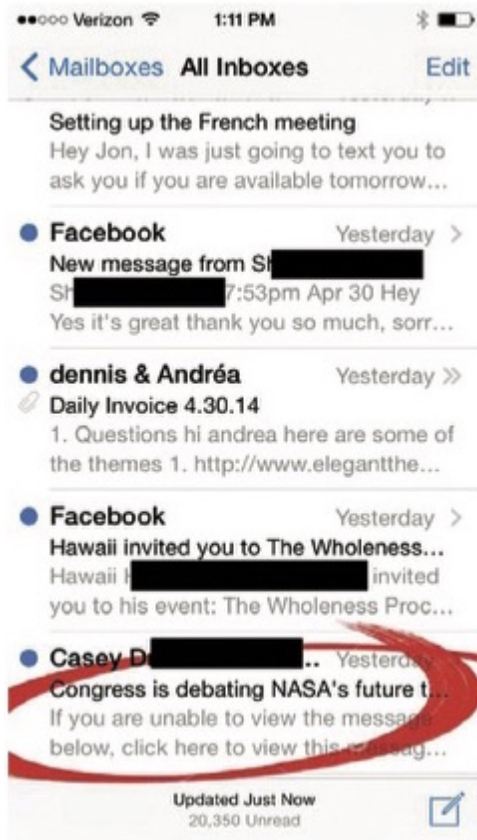
THE FIRST LINE TRICK

Many ESPs these days place, by default, a bit of text above your emails that says something like this:

Trouble viewing this email? To read it online, [click here](#).

That sounds like a nice service, but it's actually a disservice to you and every one of your fans reading your email on a mobile phone.

On a smart phone, the first line of your email is the first thing that's displayed in the email preview panel. Have a look at a screen capture from my iPhone email preview panel:



Notice the email on the bottom. This is a classic example of what I'm talking about. And, as you can see, I only had to go back to yesterday's email to find an example. There were several that came in today as well.

Now for the embarrassing part: when I moved to Maropost, my new email provider, I didn't know they had this feature **by default**. I outsource my email checks to my staff, and they were unaware that this was something I didn't want. Consequently, I noticed a fall in our mobile opens. It was then that I noticed the problem. This is a good lesson for me—never delegate proofing your emails! Despite having a good staff, they simply didn't know that this would be a problem on mobile devices. Very few marketers know it, either.

Now, you do.

First, see if your ESP has this nasty little nuisance turned on. If not, you're in the clear. If so, insist that they remove it, or edit it to something clever. A friend of mine using (gasp) InfusionSoft for his email client keeps this first line, which apparently either cannot be removed or he doesn't know how, and edits it to something clever, like a re-wording of the subject line.

Personally, I would reword it to something like:

Did you see this already?

Want to get this to you asap:

Great read on (topic)

Or something akin to that. So, that line would follow the subject line, which is far more of a grab to your fan's attention than a subject line followed by some cryptic "if you can't read this" line.

Now, let's assume you don't have that problem. You can and should still use the first line of your email to **stand out in the mobile phone preview panel.**

The subject line is often too long to be seen in its entirety from the preview panel (see the graphic above.) Whenever you see that means the subject line continues on.

This is solid evidence supporting the "short subject line" theory, although I believe you can have the best of both worlds.

Picture something like this in the email panel as an example:

Jon Benson

3 super-quick tips for fatburning that...

You get to eat pizza! Hi Jon, do you...

See how that works?

You can have a *double subject line effect* if you play your cards right. Just use your first line wisely, no matter what you do, Even if you just begin with “Hi (NAME),” make sure your first line has some intrigue in it for maximum effect on mobile devices.

THE RESPONSIVE EMAIL TRICK

Responsive email is a strategy usually reserved for folks with small lists. When you send an email out to, say, one hundred fans, having your email as the reply-to email isn't going to rob your time bank to too great an extent.

The reply-to is simply where any replies to your email from any fan are delivered. Most higher-end email marketers have a specific reply-to email that is **not** delivered to them. Instead, the reply emails end up in the cyber-hands of an assistant, or, worse, in an email black hole that never sees the light of day.

This is not a criminal as it may sound. When you have a list of, say, 500,000 emails, replying to even a small percentage after each email would be a full-time job. Gary Vaynerchuk, one of my favorite marketers on the planet, insists on responding to every email that hits his inbox, despite the fact that his list is the size of a small country. At least this was the case back in 2009 when I first met Gary. He said, "I'll get 600 emails a day asking me what kind of wine goes best with fish." (Gary is in the online wine business.) He also admitted that he spends six to eight hours a day doing nothing but responding to emails, social network comments, and so on.

While I greatly respect this commitment, I would probably go bat-shit insane answering email all day long. I've come up with novel solutions. For example, I have email routed to my customer service department. If the email can be answered by the rep, I have them answer it in their own voice, informing them that they are authorized by me to answer that particular question. If it's a question they cannot answer, they forward it to me and I send the reply personally. I currently do not have someone posing as "Jon Benson" writing responses to

emails, although many marketers do. Again, the issue for them isn't deception, it's time.

However, no one can deny the power of Gary V's model—a personal answer to every email. Imagine the fan loyalty you would create! You really don't have to imagine much; just look at Gary's current success and his raving fan base. It's second to none.

So, is there a middle ground? Is there a way to get the same degree of interaction without spending eight hours a day doing it, assuming your fan list is rather large? And, are there even more specific marketing strategies that can intentionally leverage this degree of responsive marketing?

The answer to all the above is yes.

Enter Dean Jackson, The Marketing Buddha. Dean has a rather infamous strategy for dealing with email. He calls it *his 9-word email trick*. I've used this trick to generate insane open rates to a list that was all but dead. Dead lists are lists that are so old they've seen your best tricks, or the fans may have simply given up on the passion they once had. Dean's 9-word email can pull them back into the fray.

Here's how it works:

First, you have to commit, or hire a few people to help you commit, to responding to a series of emails *personally*. The answers are all cut-paste, but auto responders will not work if you want to pull this off without a hitch.

Second, you construct a very short 9-

word (or so) email that is worded in a way that demands a response of either yes or no. Auto responders would work if that's all your fan wrote— yes, or no. However, most fans will say yes or no in more than a one-word reply, making automation next to impossible to nail with accuracy. A very important aspect of making these emails work go back to the Open Trick of using **just the first name** of the fan as the entire subject line.

Finally, you must have strategic replies ready to cut and paste as an answer to your fan; replies that encourage further action, and eventually lead the fan onto a webinar, a sales page, or into another list.

Here's an example of how it works:

SUBJECT LINE:

Jon

BODY TEXT:

Are you still interested in losing weight naturally?

- Jon

That's all there is to it. It could be any field of interest. I just used weight loss as it is an industry I'm familiar with.

Just be prepared for an overwhelming number of replies. The email is so short, personal, and inviting, that the majority who open it will hit the reply button. And, the subject line is really clever. You rarely see just your first name as a

subject line. If you don't have a first name field (shame on you; start now!) then you can use "Hey" or "Question:" as the subject line. It's not as effective, however.

The fan will reply with a variation of yes or no. Based on that reply, you cut/paste the following:

IF YES:

Great, would you like some help losing weight?

- Jon

If "No", don't reply.

You could reply to a "no", but I'd rather focus my energy on the "yes" replies.

Now, repeat this step if the fan says yes again, and offer them a free newsletter, invite them to a webinar, or whatever. Just make sure it's related to weight loss. For example:

Would you join me and a few others on a free call about natural weight loss this Saturday?

Go here to say YES:

(Link)

Talk to you Saturday,

- Jon

This example would be for a webinar or a tele-seminar. You can alter the words to send the fan to an offer if you wish.

The response will skyrocket thanks to the personal feel and re-engagement this responsive-style email will generate.

I have no problem farming this out to a few assistants, as they are not answering anything that requires my voice. They are sending under my name, but I did write the emails. So this fits into my definition of 'fair play' nicely.

I have taken Dean's model and condensed it into my own 5-**Word Email Trick**. The difference between Dean's strategy and mine, other than the obvious 4-word difference, is that I actually send this out as a series. I even mention the 5 words in the subject lines. I just make sure that I have my team set up and ready to respond whenever I do this.

Here are some examples of my take on responsive email:

SUBJECT LINE:

Today's 5-Word Email (3 seconds to read; be SURE to reply!)

BODY TEXT EXAMPLES:

Is copywriting important to you?

- Jon

What's your greatest online challenge?

- Jon

Connecting to new readers sufficiently?

- Jon

Want to earn \$ using email?

- Jon

What is your #1 passion?

- Jon

Can that passion make \$s ?

What is your next step?

- Jon

I may use one or two of those 5-word examples in a sequence, and conclude with:

Would you like some help?

- Jon

I believe responsive emails are the best way to re-engage a dead list, or to kick off a new list by getting to know your fans on a more personal basis.

EMAIL SEDUCTION: AN AUTO-RESPONDER TRICK

Auto-responders are simply automatic emails that go out at a specific time to a specific list. Email marketers have been using auto-responders to build multi-million dollar online businesses without repeating their email efforts. This is predicated upon having fresh leads entering your email funnel.

However, let's say you don't have a lot of fresh leads coming in. If you do, all the better. But this trick works with an existing list.

I call this *Email Seduction*, and for a good reason. It was built upon the mating strategies men (and many women) use when it comes to attracting a date or a mate.

This has nothing to do with dating or mating, but the steps one would take to seduce a potential lover are remarkably effective at seducing a potential customer.

There are ten emails within the Email Seduction series. Each of the ten rely on a subject line that follows a direct path from a clever introduction, all the way to either acceptance or rejection.

The sequence must be sent out in the order below for it to be effective:

EMAIL 1: Introduce Yourself

If you were to approach a potential mate in a bar, the first thing you would do is find some clever way of introducing yourself. Your email strategy is no different.

Therefore, your first email should focus on the following:

First, letting your fan know how nice it is to meet them. Second, noticing one or two things you have in common with them. And third, enticing curiosity by opening a story loop.

Here, you want to just mention something you plan to cover in the emails to come; a story that directly relates to their primary pain source. For example, you might say:

You know, I have a friend of mine that, as I think you'll agree, reminds me of you.

This friend struggled with weight loss for over a decade, and I'll share her unique story with you once we get to know each other a bit.

Notice how that invites curiosity, opens a loop, and creates rapport.

EMAIL 2: Roundabout Compliment

(Cocky/Funny)

David DeAngelo, a character created by Eben Pagan to teach men how to date women, made the motif of being *cocky/funny* famous about ten years ago. *Cocky/funny* describes how men should approach women—never being cocky without balancing it out with being funny, even self-deprecating.

In this email, you might use a subject line that reads:

I'm keeping this weightloss secret to myself

With an intro that might read:

I know you're begging for it... I know your type. But as savvy as you are, you may not be ready for THIS tip just yet.

Let's see how you do with this one first... :)

Notice that the “smiley” icon helps keep it light. The funny aspect of the email is not a “laugh out-loud” kind of funny; it's more of a light and harmless humor. The cocky aspect is relatively strong, but even still, light-hearted.

EMAIL 3: Pique Curiosity

Now you want to really hammer home

a hook or an angle that, once again, you don't explain fully... you tell the reader, "I'll share specifics in my next few emails" to open the loop.

This should be your primary hook; the positioning that makes your product or offer stand out. For my book *The Every Other Day Diet*, I might say:

Wouldn't you just love a diet plan that forced you to eat your favorite foods every week in order to BURN bodyfat?

I'm sure you would. And, I'll be revealing exactly how this works over the next few emails...

EMAIL 4: Questions And Conversations

When mating, asking really great questions raises your chance of scoring a date (or whatever you're looking for.) Drab questions like, "How about this weather?" are kisses of death. In this case, it's more of a lack of kisses.

Fortunately for you, this is simple: ask questions about the fan's experience with whatever topic you're discussing, and ask for a reply. The reply can be figurative or literal. Here's an example:

So, what was the absolute worst part of the last diet plan you tried?

What let you down the most?

How did you feel a week into that dietplan compared to, say, a month into it?

What other feelings did you experience?

Notice these questions are specific, but also open-ended enough to generate all kinds of responses, from the logical in question one, to the emotional in questions two and three.

These are questions worth asking!

EMAIL 5: The Engagement Story

Now we close that loop opened earlier: **the story that relates** to the fan. Yet now, we can take the information gained from email four and apply it.

If you went responsive, select the most common replies. Or, if you're like me and you have a large list, simply make sure your story includes **all of the questions** in email four, even if they are just in passing. Here's a short example:

Remember that friend of mine I mentioned in our first conversation? Her story began with many of the frustrations I mentioned in the last letter to you:

My friend Carol just hated the entire concept of "counting calories"... in fact she detested the fact that her last diet plan forced her to watch every calorie and every gram of fat she

ate. No fun.

Oh sure, the first week was okay... yet after a month, Carol felt like a walking zombie, and she was constantly craving junk food, especially at night. Even as smart and disciplined as Carol is, this wretched dietplan was wearing her down.

She also felt alone and isolated... like a “social leper” she once said, because she couldn’t go out with friends without being “the diet lady”... without people staring at her and asking her nagging questions like, “Don’t you like dessert?” “Are you a diabetic or something?”

Before she discovered what I’m about to share, Carol felt like a prisoner, chained to the very dietplan she thought would rescue her from her weight challenges.

EMAIL 6: “Can We Get A Bit More Personal?”

At some point in a successful seduction dance, you eventually move the conversation to “a quieter place”... perhaps another part of the bar, or even back at your apartment.

This part of the email suggests the same, except for the apartment bit of course...unless you enjoy creeping out your fans.

The idea here is to suggest an even more personal conversation by changing the language ever so slightly. Here’s an example:

By now I feel as if we're getting to know each other fairly well. So, I hope you don't mind me asking:

Are you really serious about getting an answer to your weight loss problem? One that will avoid the feelings that Carol had, and empower you to finally become the person you long to be?

Since you're reading this letter, I know you are strong, capable, and serious about making a change for the better.

EMAIL 7: "Mav I Kiss You?"

Naturally, this is metaphorical... however, think of the tone you would use when asking to kiss someone for the first time, and you've nailed the tone of this email.

Here, you want to ask if you can help the prospect even further in the most gentle yet persuasive way possible. Here's how:

SUBJECT LINE:

Will you let me help?

BODY TEXT:

I have really enjoyed getting to know more about you over the past few days, and I feel

confident in asking you this question:

May I help you?

May I extend my hand and show you what's worked for so many other folks just like you when it comes to losing the weight, keeping it off... without feeling restricted or socially isolated?

I really believe you deserve this:

(LINK)

The tone is obviously very light, very soft, and one that might mirror a question like, "May I kiss you?"

We start with the kiss... then we move to the reassurance of safety in case the request is met with a, "Maybe, but not now."

EMAIL 8: You Are Safe

If a first kiss is refused, it's usually because the object of your affection doesn't feel safe. The same holds true for your first request for a purchase. Your fan doesn't feel safe... yet. Now it's your job to help assure their safety. Here's an example:

I understand that other weight loss systems have let you down... and frankly, I don't blame you a bit for being skeptical.

It may very well be that you're just not ready... however, everything you've showed me thus far suggests otherwise.

I really desire to earn your trust, so let me make you a promise... one that will set your mind and heart at ease:

(Your guarantee, about your company, your mission statement, etc.)

EMAIL 9: Make A Statement

When I was single and dating, I would occasionally ask a girl if I could kiss her. Usually, however, this was well after I determined that she was likely to say yes. The request came across as sexy, rather than lacking confidence.

However, when I wasn't positive of the response, I took a different strategy: I just said, "I'm going to kiss you now, okay?" Of course, this was only if we were in very close quarters, with all vibes clicking, and with a big smile and not an ounce of force.

Usually this worked, and the girl would respond by saying, "I was kinda hoping you would do that." The times when the girl reacted the least bit uncomfortable, I backed off immediately, as being a forceful guy is really distasteful to me. I hope you, the reader, can make that clear distinction.

I share this with you so that you can understand the feeling and motive behind email 9. You have now been turned down for that first kiss, and your message of safety still has not produced a sale. So, it's time to turn a request into a **very polite statement**.

It goes something like this:

SUBJECT LINE:

This is something you **NEED**

BODY TEXT:

I'm now going to direct you to something you really **need**:

[Link Here](#)

(This is followed by a detailed description of your offer; feel free to bullet point benefits and make a strong sales pitch.)

EMAIL 10: If All Else Fails. Give Them A Gift

If after all your Email Seduction strategies do not result in a sale, give your prospect a nice gift. Give them a free report, or perhaps even the first few chapters of your book. Just ask that they share it with a friend. And, be sure to have links to your sales page throughout the gift.

Just as sometimes you have to part ways with a handshake when attempting to seduce someone, the same is true of a potential fan. Just make sure the handshake has your phone number (i.e. your offer) slipped in for good measure.

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THE CURRENT NEWS TRICK

Before you send your next email out, consider taking a gander at a national news website.

If there's something of national interest going on, and it's not negative (like a shooting or a natural disaster), consider using it as a subject line. Chances are great that your fan has heard about this story, and since you know it's capturing national attention, odds are great in you getting an open and a click, if used within a compelling context.

Here's an example using today's news, just to show you how relevant this trick can be. I have not seen the news yet, btw...

SUBJECT LINE:

Did you hear about the new “super-bug”? (Be sure you're safe)

BODY TEXT:

I just read this in the national news moments ago, and I just had to make sure you had this information:

There's a new “super-bug” — several in fact — that's resistant to most antibiotics.

To keep your family safe, I suggest the following:

First, please stop using antibacterial soaps. By doing this, you actually suppress your body's natural immune system, and

you weaken its defenses against these really awful bugs.

Second, be sure to eat a diet high in probiotics and immune system boosters. My *Fit Over 40* diet fits this profile perfectly. When your diet is optimized, these killer germs have far less of a chance because your immune system and hormonal system are working around the clock for you.

Finally, consider lessing your travel if you can... just until this crisis is solved. However, if you must travel, be SURE to eat the way I suggest here, and you may want **to consider a probiotic supplement** like this one right here as well.

Just doing this will help keep you safe.

I literally wrote that email in less than five minutes after reading an article just moments ago about a new strain of antibiotic-resistant bugs. Since I know that diet plays a big part, it was a perfect pitch for my *Fit Over 40* book. And, since probiotics are essential to a strong immune system, I linked my affiliate account to a probiotic supplement I take myself within the text.

A double-whammy, and one that may very well help save lives.

All of this from less than five minutes, a glance at the news, and having a passion for my fans and my products.

My friend Mike Chang from SixPackShortCuts.com did something similar a few days ago, using this subject line:

How “Game Of Thrones” Is Making You Fat

Since *Game of Thrones* is so hot right now, and his fan base are ideal for the demo of the series, this email no doubt had a sky-high open rate. You are not just limited to social events; hot movies, songs, and anything else your fan base enjoys are all fair targets.

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THE NEXT PAGE TRICK

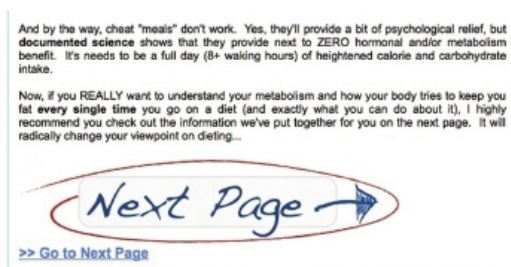
Several years ago, I wrote the sales copy for what is still (as of the time of this writing) the top diet offer on Clickbank: *Old School, New Body*.

I came up with a two-page concept: an article page followed by the sales page. The article page ended with this big “Next Page” button. The sales were amazing, so the page naturally had plenty of imitators, and still does.

Then one day I saw the graphic I made appear at the bottom of an email! I thought that was really clever. If it works on a sales page, why not an email page, right?

The email started a story, then left the fan wanting more. It ended with a graphic, the same graphic I created for that sales page, and the graphic was a link to whatever product the email marketer was offering.

Heres’ what the bottom of the email looked like:



Notice that they ended the email with a form of my Carrot Trick,

which is really savvy. Even on sales pages, order buttons are often not recognized as clickable items. This is why I always suggest putting a blue hyperlink under all order buttons (or in this case, the Next Page button) to make sure your fan knows to click it.

This is a great way to create what's called a *pre-sale* page without having to write a stitch of HTML. A pre-sale page sets the potential buyer up to know what to expect on the next page, increase the odds of making a sale.

BUY!

As much as I would love to write a 6,000-page book on this last and crucial aspect of the process, teaching you how to create a sales page that works is simply beyond the scope of this book.

I have many programs to help you create the highest-converting sales page possible—the best of the lot being a Video Sales Letter (VSL.)

If you're really serious about making more sales online, you simply must have a command of creating sales copy, and this course will help you do just that:

Cash In With A VSL - All Using Automated Software at www.Sellerator.com

Aside from the page above, if you'd like to see what others are saying freely about me, this course, and the money they are making, I suggest the following:

1. Open iTunes
2. Go to the iTunes Store
3. Click "Podcasts" at the top of the page

That said, I wanted to leave you with a bonus tip: how to create a sales page email.

Yes, you can use plain old email and bypass the sales page process... once. Perhaps twice. Certainly not every day. You want to be making sales every day, 24/7, and you can only do that with a badass VSL or sales page.

It's worth the investment a thousand times over to do what it takes and master the skill of writing persuasive sales copy; particularly how to create a VSL.

Everyone I know who has made it—literally—has a VSL working for them. Beginners who take my 3X Sellerator VSL training (sellerator.com) rave about the results. Some of them have gone on to earn 5, 6, even 7 figures from their very first online launch using the 3X Method for VSLs. A few have made far more than that (and several of those had my personal assistance.)

However, I always like to over-deliver. I hope you feel as if I did within this book. I certainly do within all my courses. And, in that spirit, I'll fill the remainder of these pages with a simplified version of my Sales Page Email Formula.

The 5 Steps To Selling Anything

Within my *3X VSL Formula*, there

exists five steps. These five steps are crucial in any sales page, VSL, and, in our case, a sales page email. The five **steps** are as follows:

STEP 1

The Snap Suggestion

Whenever you want to grab your fans' attention, it pays to snap them out of whatever mindset they happen to be in prior to hitting your page (which will, from this point forward, be referred to as 'your email', as this is a sales page email tactic.)

The trouble is, you have no idea what the fan's state of mind may be. They may be frustrated, angry over a fight with their significant other, under financial stress, coming from watching a comedy on Netflix... you name it, it's possible.

Since attention is a commodity timed in milliseconds, you must use every trick at your disposal to lock on to your fan's attention span. The best method for doing this involves NLP, scratching that DVD in the brain a bit, and opening a vicious loop.

Enter *The Snap Suggestion*.

What would happen if you walked up to a small circle of strangers who were involved in a conversation and snapped your fingers right in the middle of their circle? Other than being considered a bit on the strange side, you would cause a breach in the train of thought currently taking place in the minds of the participants.

Just like scratching a record,
scratching a train of thought makes it rather
difficult for the participant to hop back on the track. This creates a
very power open door—one where you can **lay down a suggestion**
and engage your potential customer. Since you don't have the ability
to do this live, you have to use some imagination.

As you will see in the sample email
below, I have provided you with a visual and textual
example of a Snap Suggestion: one that breaks the pattern of thought
of your prospect and intrigues him or her with a strange open loop.

Let me show you Step 1 within an
email that I want you to use as a case study. We'll
take one part at a time. I'll explain each Step in greater detail as
well...

SUBJECT LINE:

3 peculiar fatburning LIES

BODY TEXT:

Question:

What does this **picture...**



In this email, I'll answer that question
for you...

PLUS:

I'll also reveal the 3 most peculiar lies the
diet-industry has ever SOLD to you...

Lies that are costing you hard-earned
cash, causing you frustration, and actually holding you
back from shedding so much as an ounce of bodyfat (if you happen to
have a certain "genotype" I'll reveal in a moment.)

So, what gives with the trash can?

This serves as a *pattern interrupt*. This
interrupts what the reader may expect to find within an
email about fat loss rather well; enough to displace any of the
prospect's current thought patterns. This *snap* gives a slight opening in
the subconscious mind for a *suggestion*.

In this case, the suggestion is the fact that the prospect has been lied to by the diet industry, with the promise that by reading this email, the answers will become clear.

We are now ready to move to Step 2:

STEP 2:

The Vital Connection

Rapport is at the heart and soul of the Vital Connection. Here, you want to make a modest introduction, relating your own struggles with said topic in order to make the prospect feel more comfortable. Prospects want mentors, but they do not want know-it-alls. Remember: *I'm the same as you, just a bit further down the road. Here's an example:*

First:

You probably know me as a fatloss 'expert'... and while it's true that I've been able to successfully assist thousands drop unwanted LB of bodyfat, I wasn't always so fit and healthy...

One of the reasons I was obese for years is due to one of these lies. I was told this lie all the time as a young guy, and I'm fairly sure we share this story in

common.

That's all we need in an email. In a full-on sales page, the Vital Connection often contains what's called a nightmare story. This is full-on storytelling that sells like crazy. You can learn more at www.Sellerator.com

Next up, Step 3...

STEP 3:

The Big Problem

Your prospect has a big problem. Your job is to explain exactly *how enormous* the problem actually is. The larger the problem, the more leverage you have to position your solution as something that transcends the troublesome, and enters the realm of the life-saver. This is done in the form of giving the prospect **3 tips** that provide useful information, yet also makes your case for the severity of the problem. Here's an example:

This lie actually causes one of the biggest problems we both face when dealing with our body issues:

It's the lie of "healthy carbohydrates."

In reality, the human body needs very little in the way of starchy carbohydrates, like rice, potatoes, yams, pasta, and breads.

Yet, due to the low-fat diet-craze that still infects our minds, high-sugar and high-starch foods have been purposely labeled “diet-foods” by their manufacturers.

This tricked me into eating these so-called ‘healthy’ snacks, and I ended up doing nothing but shutting down my fat-burning hormones, and INCREASING my fat-storing hormones.

When you eat too many carbs, your body becomes a **waste dump of insulin**. SO much insulin is secreted, it’s literally as if your body is an overflowing, toxic waste dump! It’s no different than walking around like a human trash can—and I think you deserve a lot better life than that.

The second lie is a whopper, and it’s tied to the first lie:

“Eating fat makes you fat.”

If this were true, the Maasai, a group of nomads in Kenya, would all be ridiculously overfat... yet, they are all thin as can be. In fact, 65% of their dietary intake is from fat.

In reality, consuming too much in the way of starch and sugar is far more likely to demand your body to pack on the LB... and it’s hard to stuff yourself on fat-only foods, and really easy to overdo the carb-rich foods.

Finally, there’s the lie of cardio.

We’ve both seen the “cardio bunnies” in the gym; the ones slaving away for hours on a treadmill to nowhere. Their bodies rarely change for the better. In fact, most of them are burning muscle tissue, their #1 calorie-burning friend.

This is the bulk of the email, as it contains tips that the prospect can apply while dishing out ample amounts of dire warning. This is also referred to as *educational marketing*. By providing sound instruction and education,

you earn your prospect's respect by giving away something he or she can use immediately. When done in the way described above, you also instill the fear that's necessary for many people to take action.

Speaking of action...

STEP 4:

The Bigger Solution

No matter how great the problem, **your solution is greater.** That's why it's called The Bigger Solution. The Bigger Solution is the introduction of your product—the 'solution' to the fears, challenges, and needs presented thus far in your email.

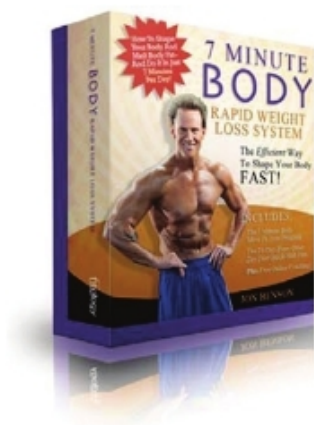
When positioned in line with the tips, **your product is congruent** with the educational aspect of the email, appearing as merely the ultimate solution to the problems presented. Here's an example:

There MUST be a far better way to strip away the bodyfat and sculpt a leaner body, right?

Fortunately, there is... and I stumbled on it a few months back, way before the public was let in on it (and you're let in early, too... I'll explain in a moment)...

It's called:

The 7 Minute Body Rapid WeightLoss System!



It truly is the efficient way to shape your body FAST, and I'd love to tell you a bit more about my experience with it.

First, I have to say, I was shocked to see anything work in just 7 minutes. I'm fairly sure you're as skeptical as I was.

However, when Jon Benson (the author) explained the concept of **working hard versus working long**, and how it's biologically impossible to do both, I got it:

Your body is designed for rapid bursts of intense movement, followed by hours of rest.

That's why Olympic sprinters look like Greek statues, while marathon runners look like they just escaped from solitary confinement!

Now, Jon recommends 1-3 7-Minute Sessions in a day. So if you're more advanced, you may be doing 21 -minute workouts in a day, yet you only workout 3-4 days a week.

If you're a beginner, just 7 minutes a day, 5 days a week, is all you need to melt bodyfat and sculpt lean muscle.

That's it.

We have a picture of the product, a brief outline of the primary benefits, and all within the context of, "Here's the best answer I know to solving The Big Problem."

Finally, you have to close the deal...

STEP 5:

The Grand Offer

The Grand Offer is the pitch, and in this case the pitch is short and sweet. The links will drive the prospect directly to a checkout page, or perhaps a short sales page. Using the Email Sales Page tactic, you can literally drive the prospect direct to the merchant's cart page and color it done. This relieves you of needing a sales page of any kind (although this is limited; a sales page is always going to be stronger over the long run.)

The Grand Offer should include, at bare minimum, the product introduction, what makes the product unique, the primary benefits the product delivers (bullets are ideal for this), the guarantee, a scarcity warning (if applicable), a primary call to action, a P.S., and a final call to action.

Here's an example of how to write The Grand Offer within an email:

So, here's the deal:

Jon has agreed to let me share his **pre-sale 7 Minute Body** discount price with you today, and I'm thrilled to do so.

You'll be the **FIRST** to get this...way before the rest of the public... and you'll get to experience the same thing I and Jon's rather large sample group of men and women

Exper-ienced:

- Fast fatloss; I'm talking RAPID... and that's because your body can actually recover from these shorter workouts. You burn bodyfat and shape muscle during REST, not during the activity itself...
- Explosive, with more energy than you've ever Experienced
- 11 super-simple "getting started" movements that take the mystery out of what to do next and how to do it...
- 177 fat-melting recipes anyone can fix in under 11 minutes, without needing fancy foods or expensive supplements... right from your grocery store down the street...
- and more!

Jon even guarantees your results: just try **7 Minute Body** for 60 days, and if you don't see absolutely radical results that others notice and that you love, he'll refund every penny you invested...

So, Jon's "for the public" price will be \$97... and that's totally reasonable given all he delivers in the program (months of workouts that you can follow by video, every Samurai diet-trick in the book, and everything condensed to a mere 7-minutes a shot)...

However, for YOU, we have a much better offer:

When you click-on the link below that

says, **“Yes! I Want A Better Body In Just 7 Minutes A Day!”**, you’ll get it all for just \$47... that’s a full 50% discount:

> > > **Yes! I Want A Better Body In Just 7 Minutes A Day!** < < <

When you click-on that pagelink you will get the program instantly so you can get started today...

I look forward to hearing from you and seeing your results.

Sincerely,

David Smith

P.S. Please re-read those few paragraphs after, **“So here’s the deal”**...and let that sink in...

Meanwhile, here’s where you go for **that 50% DISCOUNT** (limited time only, until Jon releases this to the public in a few days...)

> > > **Click-On This Blue Link Now And Get 7 Minute Body’ For 50% Off!** < < <

In case you're wondering, this is an actual product—and the [links above](#) will take you to the actual checkout page. This happens to be my product; however, I could have used any affiliate product and simply sent the customer direct to the affiliate's checkout page.

Sales Page Emails are very powerful. If used once, maybe twice a month, they can save you a lot of time and effort. However, they are no substitute for an actual VSL or sales page—merely a tool to use until you create one.

AND IN THE END

I trust you found a lot of gold within these pages. If not, re-read this book when you're not intoxicated.

Start by applying just a few tricks here and there to see immediate improvements in your email campaigns. However, I urge you to *start at the beginning*, and give your current email philosophy a swift kick in the testicles, just to wake it up.

The Apocalypse nears... and only the Trifecta-armed Samurai will survive it. They will thrive, eating the rations of the trampled email marketers masses, and hearing the laminations of their women.

(Sorry... I just watched Conan *The Barbarian* after losing a bet.)

So, in the end... the cash you take... is equal to the value... you make. (To be sung to the tune of *Cat Scratch Fever*... or some Beatles tune... I can't recall.)

Oh, one last thing:

Everything that is right and wrong about the power of email can be seen in this infamous piece of shit email that duped hundreds of thousands out of millions.

Have you seen this gem?

SUBJECT LINE:

Dear Respected One,

BODY TEXT:

Dear Respected One,

GREETINGS,

Permit me to inform you of my desire of going into business relationship with you. I got your contact from the International web site directory. I prayed over it and selected your name among other names due to it's esteeming nature and the recommendations given to me as a reputable and trust worthy person I can do business with and by the recommendations I must not hesitate to confide in you for this simple and sincere business.

I am Wumi Abdul; the only Daughter of late Mr and Mrs George Abdul. My father was a very wealthy cocoa merchant in Abidjan, the economic capital of Ivory Coast before he was poisoned to death by his business associates on one of their outing to discuss a business deal. When my mother died on the 21 st October 1984, my father took me and my younger brother HASSAN special because we are motherless. Before the death of my father on 30th June 2002 in a private hospital here in Abidjan. He secretly called me on his bedside and told me that he has a sum of \$12,500,000 (Twelve Million, five hundred thousand dollars) left in a suspense account in a local Bank here in Abidjan, that he used my name as his first Daughter for the next of kin in deposit of the fund.

He also explained to me that it was because of this wealth and some huge amount of money his business associates supposed to balance his from the deal they had that he was poisoned by his business associates, that I should seek for a God fearing foreign partner in a country of my choice where I will transfer

this money and use it for investment purpose, (such as real estate management). Sir, we are honorably seeking your assistance in the following ways.

1) To provide a Bank account where this money would be transferred to.

2) To serve as the guardian of this since I am a girl of 26 years.

Moreover Sir, we are willing to offer you 15% of the sum as compensation for effort input after the successful transfer of this fund to your designate account overseas. please feel free to contact me via this email address wumi1000abdui@yahoo.com

Anticipating to hear from you soon.

Thanks and God Bless.

Best regards.

Miss Wumi Abdul

PLEASE FOR PRIVATE AND SECURITY REASONS, REPLY ME VIA EMAIL: wumi1000abdul@yahoo.com

Unless you are familiar with these excrement-coated scam artists, this email may sound personal. It definitely sounds intriguing. It even sounds plausible if you are a net newbie or have an I.Q. slightly above room temperature. It has a specific CTA, down to the bullshit yahoo email address.

However, it's bullshit. It may in fact **make millions, but it's** built to last only a short while. It leaves no legacy except a notorious one. It has no personality. It provides no value. It taketh, and it never giveth away.

It's the polar opposite of a Samurai-style Trifecta-driven email. The ones you will be writing from this day forward.

The moral of the story? Never trust anyone from Nigeria.

(Not really.)

The moral of the story is to recognize the power that exists within this medium, and that no matter how fast the world changes, or how much smaller it becomes, humans will find a way to digitize their existence. Where there's 0s and 1s, there will always be clever email marketers sharing their message to the masses. Those messages may be rancid, or revolutionary; elevating, or mind-numbingly stupid. A true win-win, or an unethical scam.

I urge you to make your message one for the ages; one that captures the heart and the mind of your fan, and delivers upon its promises. One that reflects your personality, your fan's passion, and the persuasion skills of a Master Samurai.

You will retire wealthier, yes. And, as the ultimate fringe benefit, you'll be far more fulfilled.

Remember: one simple email can literally change the trajectory of someone's life toward a better destiny.

You now have that power within your fingertips.

Wield it wisely.

P.S. Avoid Nigerian email scams.